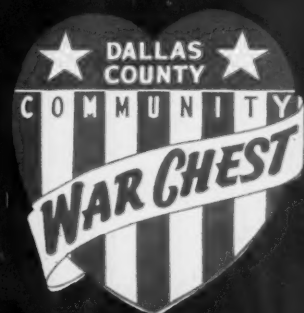


DALLAS

SEPTEMBER 1944

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Yesterday was Act I.

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Thanks to the folks back home, U.S.O. Camp Show units have played in every combat zone, often immediately behind the front lines. More than 90 units are playing the "Fox-hole"; more than 80 units appear regularly at camps and hospitals in the western hemisphere.

It costs money to operate the world's biggest theatrical circuit. Even though most stage and screen stars donate their

services without charge, it still costs a lot of money to send hundreds of other performers. Every cent must come from part of the money you give to Dallas County War Chest.

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Give from Your Heart

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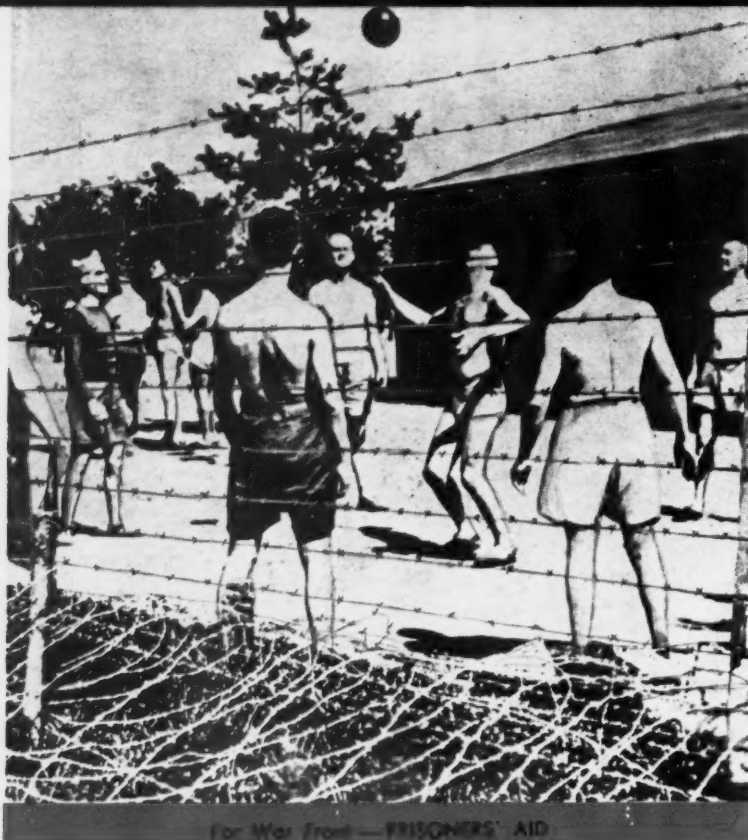
Space for This Message Contributed by Southland Life Insurance Company, W. C. McCord, Pres.



Portrait of Mr. TOM C. GOOCH, Editor and Publisher of the Dallas Times Herald.
Mr. Gooch is a generous supporter of the War Chest. Painted by

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DALLAS WAR CHEST...

A Business Institution Dedicated To Service

THROUGH their confidence and their generosity the people of Dallas County have created a business institution fully dedicated to service—for the War Chest of Dallas County is a business enterprise belonging to the people.

The War Chest is a non-profit organization created by the leadership of the community for the business-like financing of the welfare needs here at home as well as those of our fighters and to aid the stricken peoples of Europe.

American business has always been successful in meeting the problems of the day. Governed by the same general principles, the War Chest also has been successful.

This year we seek to raise \$1,555,000. This figure is based on a budget made up after a careful study of the needs of our local welfare agencies and also after taking into consideration the need of the National War Fund for all nineteen war-related agencies.

This year two new European agencies have been added to the list by the National War Fund, which has increased the amount of funds to be raised by the War Chest. As the war progresses, the demands on our local agencies are likely to mount, and the needs in Europe are certain to become greater as the conquering allied armies move across Europe.

We cannot stress too heavily the new demands created on many of our local agencies by the war. The maintenance of public health is one of the biggest. The health of our whole city depends to a large extent on keeping down disease in its isolated breeding places.

Social problems in the family groups have become

more acute than ever before, making it necessary for us to think in terms of long-range preventive treatment. There is the very real problem of the welfare of our returning servicemen, and the necessity to furnish hospitality and entertainment to visiting members of the armed forces. All these things and many others tell the story of the work which the War Chest is carrying on with funds contributed by the community.

This Dallas business organization is most fortunate in the caliber of men and women who direct its destiny. Its leaders are bankers, industrialists, merchants, and professional men—sound businessmen all.

Nathan Adams is chairman of the War Chest executive council; D. A. Little is vice chairman. Other members include J. B. Adoue, Jr., vice president of the National War Fund, and William Bradfield, A. H. Bailey, Fred F. Florence, Karl Hoblitzelle, George L. MacGregor, R. G. McCord, B. F. McLain, Mayor Woodall Rodgers, Hugo Schoellkopf, E. P. Simmons, Dr. Marshall T. Steel, and Mrs. Dennis G. Colwell.

Many other sound Dallas business leaders make up the War Chest board of directors.

Last year ours was the first big War Chest campaign in Texas to go “over the top.” We conducted one of the most successful campaigns in the nation, and I feel that we are again prepared to do a good job this year. The campaign will commence on October 3.

Dallas knows the needs of our varied agencies. Dallas knows how to give. With your assistance the goal should be reached in ten days or two weeks.



R. R. GILBERT

R. R. Gilbert

President
War Chest of Dallas County

DALLAS

VOLUME 23

SEPTEMBER, 1944

NUMBER 9

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON Editor
VELMA BOSWELL Business Manager
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DALLAS CHAMBER OF COMMERCE

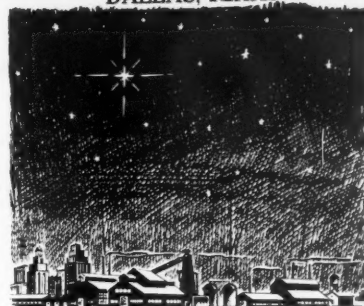
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DALLAS • SEPTEMBER, 1944

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If your plant is beset by water problems, get in touch with a Layne-Texas Company engineer. He will gladly make recommendations that will give you a steadfastly dependable water supply.



DALLAS'

Post-War Opportunities

11. Cotton

THE story of cotton is one of revival and survival. The Civil War apparently toppled old King Cotton from his throne permanently. But the venerable monarch of the South staged such a vigorous counter-revolution that he has never since been dethroned.

In 1878 Texas produced a million bales of cotton. A little over a quarter of a century later, the output soared to more than four million. In 1926, cotton production for Texas broke all records. Over five million bales of Lone Star cotton wended their way to the trade marts of the world. Today, cotton is still the chief crop of the southern states. The crop of Texas cotton is by far the greatest crop of all the states in the Union.

But once again the supremacy of the reign of Cotton is woefully threatened. This time the opponents of its long, benevolent regime proclaim that there is no longer any doubt as to the final, eventual abdication of the royal ruler. Their view is that cotton is doomed—doomed to play from now on only a secondary role in agriculture and industry, banking, and other phases of our national life.

One need turn only to the most recent Monthly Business Review of the Dallas Federal Reserve Bank, as this issue goes to press: "Cotton acreage in cultivation in Texas on July 1 (1944) was estimated by the Department of Agriculture to be 7,325,000 acres, the lowest in 45 years," the report states. (This is seven per cent under 1943, and 60 per cent below 1925). "Most of the acreage diverted from cotton was planted in grain sorghums and other feed and food crops, with very little change in the total acreage of land being devoted to crop production. . . . Daily cotton consumption has continued to decline and in June

(1944) reached the lowest rate since November, 1940, despite efforts to obtain increased textile output."

What a dark and dismal report for a crop currently \$1,412,000,000! At the moment American cotton is producing perhaps two-thirds of its capacity. Peanut acreage, by way of contrast, has evidently increased 22 per cent. Sweet potato production is up nearly one-fourth. Soybean yield is expected to be twice as high as the average for the previous ten years, with some million acres devoted to that crop. Poultry, egg, and livestock shipments never before have been approached in volume. Such are only a few inklings seeping through the vast aggregation of reports indicating perhaps tomorrow's trends in cotton.

It was P. K. Norris, marketing specialist of the foreign agricultural relations division, Washington, D. C., who declared in Dallas at the annual convention of the Texas Co-operative Ginners' Association: "Old King Cotton faces a most uncertain and shaky future in the post-war world." Mr. Norris pointed out the loss of export markets to the cotton industries of Brazil and other nations in South America, Egypt, India and Japan. He reminded his listeners that synthetic fiber production had reached a level "equal to about half of the previous combined markets." This production was equal to about 8,000,000 bales of cotton, a new world record for rayon. It is apparent, he added, that Germany has built huge factories to produce synthetic fibers within Germany and its satellite countries. Many of these plants can be easily reconverted from the making of gun powder into rayon factories.

There have been many other circumstances that have seemingly contributed toward a gloomy outlook for cotton. Price-supporting Government loans and benefit payments for reduction of acreage



WILLIAM S. ALLEN

By William S. Allen
Research Consultant



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ATSON COTTON



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have been among the factors. Of course, it was later realized that such remedies were not fundamental, corrective measures. They were only temporary in relief, and actually created new problems. Then again cotton growers were retarded with unfavorable tariff laws. In many states, cottonseed oil products were burdened with prohibitive taxes. And so on. But why go on?

This month I determined to find out first-hand what, if any, possibilities cotton offers for profitable, post-war business. I hoped for the best but was prepared for the worst. In fact, my mental slant was based on the same assumption as that of many outsiders. Cotton "was through." This was my viewpoint despite the somewhat optimistic tone of the fifth annual Cotton Research Congress in Dallas in July, as many of the visitors interpreted it. The very theme of the Congress, "How Cotton Can Meet Today's Challenge," suggested both optimism and the dire need for optimism.

In any event, some surprises were in store. This was very obvious in my contacts with John C. Thompson, secretary of the Texas Cotton Ginners' Association; James D. Dawson, Jr., president of the Texas Cottonseed Crushers' Association; John M. Saunders, business manager of the Texas Cotton Planting Seed Association; E. H. Brooks, vice president of the Continental Gin Company; Robert Mayer, president of J. Kahn and Company, cotton merchants; Roger L. Dixon, head of R. L. Dixon and Brother, cotton brokers; C. R. Miller, president of Texas Textile Mills; J. L. Young, manager of Hesslein and Company, Inc. of Texas; Cecil M. Higginbotham, vice president of Higginbotham-Bailey-Logan Company, dry goods manufacturers and wholesalers; and others.

And here are some of the observations quoted verbatim as I found them: From Mr. Mayer: "I do not feel at all gloomy about the future for cotton. Quite the contrary. In periods of war there are always maladjustments . . ." From Mr. Dixon: "Given an even break and a square deal, the South, with its energetic and aggressive farmers, excellent gins and warehouses, efficient transportation systems, and its suitable soil and climate, can outgrow and outsell the world in cotton . . ." From Mr. Brooks: "I believe ways and means will be found to solve adequately at least a majority of the problems confronting us, and without subsidies or bounties."

Here are others representing opinions of association executives. From Mr. Thompson: "I believe this is cotton's

dark year, the bottom, so to speak. This statement is based on the fact that I believe the war in Europe will end this year. . . . Farmers have pushed cotton out for peanuts, soybeans and other such crops. But the farmers are fed up on growing something that is not adapted to their soil or to their available labor. In many sections they feel cotton is coming back. . . . The South has been geared to cotton for a hundred years."

From Mr. Saunders: "I do not feel that the problems in the field of cotton are insurmountable . . ." Mr. Saunders, however, cites many problems, which will be discussed later. From Mr. Dawson: "In recent months there has been a significant trend back to cotton. This trend can be attributed primarily to a better and more general understanding of the important role that cotton and cottonseed products are playing in the winning of the war." This situation will likewise later be considered.

Finally here are a few statements from other channels in the trade. From Mr. Miller: "I am uncertain as to the long pull. . . . For the next two or three years cotton should more than hold its own. Cotton manufacturing plants have been destroyed throughout Alsace-Lorraine, Germany, France, Belgium and Italy. It is quite possible that the mills of Japan (all of them being old and equipped with used machinery) may be destroyed before the Japs are knocked out. All of this means that United States cotton and United States cotton mills must clothe the world until these foreign mills can be rebuilt."

From Mr. Young: "Prior to the war the Japanese made great inroads upon our export market in cotton fabrics. In fact, the Japanese were buying cotton in America, shipping it to Japan and manufacturing it into fabrics. Then they were even selling these fabrics back in the United States at a much cheaper price than we could manufacture the same product in this country."

Mr. Higginbotham answered the query this way: "I personally feel that cotton has the greatest opportunity it has ever had. I do not believe there will ever be anything that will replace cotton. . . . There are numerous items for which cotton is suitable that rayon can never be used, among which are bath towels, diaper cloths and other materials that must have an absorbent feature."

These are all favorable reactions in the main toward cotton, it is true. But they do not mirror the complete picture of cotton by any means. Nor will this en-

(Continued on Page 34)

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Needed—A New Spirit

IT has been stated several times in this column that the problems of returning to peace would prove much more complicated and more difficult of solution than those of preparing for war. Our preparation for war produced serious problems, but they were largely technological and



DALE MILLER

thus responsive to the ingenuity and skill of American industry without undue interference from political and economic forces. The transition from war to peace, however, embodies political, economic, and social problems, so complex and interrelated that only the most intelligent and unselfish efforts on the part of the Government and the people can effectuate a sound solution.

This being true, the continued failure to approach these manifold problems with courage and resolution warrants considerable concern. Military and civilian authorities alike agree that the war in Europe is rapidly approaching an end, yet the big job of reconversion to peacetime pursuits has not been undertaken in Washington. It is true that certain steps toward reconversion have been taken. The War Production Board, for example, has moved forthrightly despite opposition from the military to order renewed production of many civilian items; and the Surplus War Property Administration is now disposing of certain surplus goods. But the big job, without which nothing yet done or contemplated can prove of lasting benefit, is to create a post-war condition in which American production can healthfully expand, thus providing fuller employment and raising the level of national income above pre-war years.

It is a discouraging fact that the attitude of Congress today, for example, seems not unlike its attitude during the depression years, when less emphasis was

placed on providing employment than on providing relief for those unemployed. As this is written, the Senate has just emerged from a bitter fight between the George and Kilgore-Murray reconversion bills, and although the George Bill won out, the considerable support given the Kilgore-Murray proposal is indicative of the emphasis placed on unemployment relief at a time when full attention should be directed toward the development of a post-war economic system which will provide full employment opportunities. The House is now taking up this same matter, and, although some measure approximating the George Bill will probably be enacted, the same influences which were behind the Kilgore-Murray Bill will have to be stubbornly combatted.

The Kilgore-Murray Bill is a remarkable proposal, one which would have astonished the American people by its audacity a few years ago. It would provide as much as \$35 every week in unemployment insurance, a figure which is higher than the average peace-time industrial wage in the United States, and it could not fail to produce the strongest kind of incentive for any able-bodied man to loaf rather than to work. Furthermore, it would Federalize our entire Social Security system, creating an enormous bureaucracy susceptible to political manipulation, and would cost the United States Government many billions of dollars a year at a time when every effort must be made to return to sound fiscal policies. The circumstance that this bill was defeated in the Senate, and may be defeated in the House, does not minimize the fact that it perpetuates the depression-years philosophy of governmental paternalism and pessimism.

The most significant aspect of this situation is that this proposal was advanced and considered by the Congress ahead of any suggested legislation to revitalize our economic system and thus to provide jobs in sufficient numbers to reduce, if not to eliminate, the necessity of expending huge sums in unemployment relief. It was an inverse approach

to reconversion which reflected an attitude of defeatism. What is evidently needed in Washington, and probably among the people generally, is a new spirit of optimism, of hope in the future, and of faith in the American system. Certainly, the production miracles achieved during the war years afford ample proof that the American system is not decadent, that it can expand and flourish, and that it can embrace abundant opportunity for all.

Despite the continued uncertainties of war and the complexity of the tasks ahead, there are certain specific steps which should be taken by our Government to build soundly for the future. The burdensome tax structure, for example, should now be studied and revisions planned which will enable American business to approach its post-war problems with confidence rather than with timidity and pessimism. Furthermore, there should be a prompt relaxation of onerous bureaucratic restrictions and inhibitions which, regardless of their dubious necessity during depression years, have no place in the relationship between Government and business today and tomorrow. And finally, there are certain bills pending before Congress, notably the Rivers and Harbors Bill, which create a program of sound public works for post-war construction, providing useful employment and stimulating the national economy, and which should be enacted without further delay.

It may be true, of course, that the exigencies of war have so inflated our national economy that a certain recession must be suffered even in the best of circumstances, and certainly Congress should do whatever is necessary to cushion the shock of unemployment. But as in the science of war, the best defense is often an attack, and Congress should challenge the nemesis to progress with a clear and forthright program to unfetter the American system. It is a time to go forward, with a new vision and a new spirit.

Dr. Louis Logan of Dallas has been appointed a member of the committee on professional liability insurance of the American Osteopathic Association.

Col. Joe J. Miller has been named director of the security and intelligence division of the Eighth Service Command at Dallas as successor to **Brig. Gen. Louis F. Guerre**, who has been assigned to Camp Claiborne, La., as commander.

Clever these Chinese?

CLEVER enough to fight back for seven years, now, with outmoded rifles.

Clever enough to move factories, brick by brick, on back, out of the range of Jap bombers.

Clever enough to keep united, and to keep going, despite the most ruinous inflation ever to sweep a country...

But cleverness can't warm cold bodies when there is no clothing. Cleverness can't feed hungry children when there is no food. Cleverness can't keep down disease when there are no medical supplies.

For seven years, now, the heroic Chinese have kept millions of Jap soldiers bogged down in China. They have surrendered everything—families, homes, pos-

sessions, even lives—rather than surrender their country.

And because they have kept in the fight, our soldiers have had to face—and will have to face—many millions fewer Japs.

United China Relief for years has provided the wherewithal to help the struggling people of China. The problems facing United China Relief, member agency of the National War Fund, grow more stupendous month by month. They, too, can't be solved by cleverness alone. They need cash. Your cash.

Even if we were not deeply moved by the plight of the Chinese, we owe them our gratitude, our sympathy, our help. Won't you help them by giving now—and giving generously—through your Community War Chest?

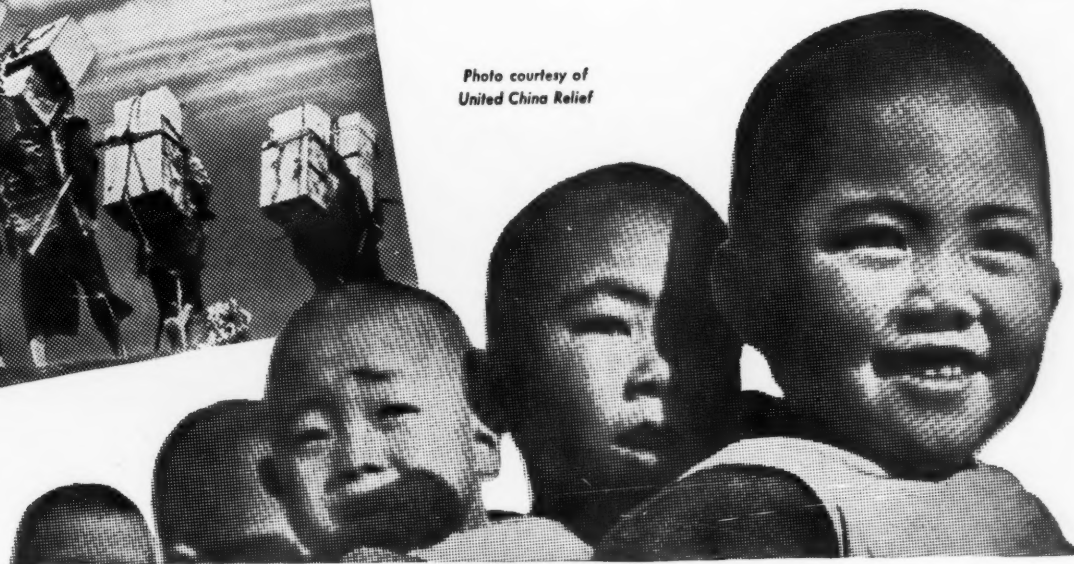
Give From Your Heart

Your Community War Chest

Representing the National War Fund



Photo courtesy of
United China Relief



THIS SPACE CONTRIBUTED TO THE WAR CHEST BY THE FIRST NATIONAL BANK IN DALLAS



—Thomas K. Cone, Jr., Photo

UNDER THE EXPERT GUIDANCE of Mrs. Margaret Mann, boss of the mailing department of the Dallas Chamber of Commerce, copies of "Dallas," the organization's official magazine, go through the addressing machine as a final step before being dispatched to the postoffice for delivery to readers.

SPEAKING OF MAILING . . .

Dispatching More Than 30,000 Pieces of Correspondence Each Month Is Only Part of the Job of Mrs. Margaret Mann and Mrs. Ruby Allen Who Run the Chamber of Commerce Printing and Supply Department

WAR has added "logistics" to our vocabulary, but it is Mrs. Margaret Mann who daily is giving this new word practical definition in terms of modern processes of business.

As supervisor of the Dallas Chamber of Commerce's mailing, printing and supply department, Mrs. Mann is convinced that a science of "logistics"—the Army's proficiency in getting the right things to the right places in the right amounts at the right time—is just as important in running a commercial organization as in carrying on modern warfare.

She sees an analogy in the responsibil-

ity of her department for helping to keep the internal machinery of the Chamber's various divisions running without breakdowns and interruptions and at a speed for maximum efficiency. To her there is a similarity between the Army's vigilance against "too little and too late" and her department's job of buying, stocking and issuing the ink, the pencils, the typewriter ribbons, office forms, file folders, letterheads and all the other supplies the departments need, and seeing, too, that mail, both incoming and outgoing, is handled without delay.

To make sure that incoming mail—more than 1,200 pieces a week on the

average—is on the desks of the various department heads when they arrive each day, Mrs. Mann is the first one on the job each morning by a half hour or more. Within this period she completes her first daily chore of assorting the first delivery of mail and distributing it to the proper departments.

The mailing room, a major nerve center of any business organization's operations, has given Mrs. Mann a grandstand view of the growth and progress of the Dallas Chamber of Commerce through the years. An index to the extent and degree of activity, mail received and dispatched by the Chamber when Mrs.

Mann joined the staff April 1, 1920, could be counted by the hundreds of pieces weekly. Today it is being counted by the thousands of pieces. For example, in July outgoing mail totaled 28,850 pieces, and incoming mail aggregated 5,520 pieces. When Mrs. Mann became an employee of the Chamber, all of its departments were housed on the second floor of the Southland Life Building. Currently there is a hum of departmental activity on all six floors of the Chamber of Commerce Building.

Mrs. Mann was the mother of two urgent incentives to apply herself to her job—a girl, 8, and a boy, 5—when she sought employment at the Dallas Chamber of Commerce a short time after the death of her husband, the late O. C. Mann. Her only previous experience in the business world was a fleeting two weeks' service as a sales clerk with A. Harris & Company. It was an interesting coincidence that Mrs. Mann was given her first job by R. C. Dolbin, manager of the Chamber's retail department, who was then store manager for A. Harris & Company. Mrs. Mann did not feel that she was "cut out" for selling, however, and so two weeks later when she learned of an opening at the Chamber of Commerce, she applied for and obtained a job that has given her the longest service rec-

ord of any employee of the Chamber except three. On the staff at the time she joined the Chamber were Sam Goodstein, manager of the transportation department; Z. E. Black, manager of the convention department; and Clyde V. Wallis, manager of the industrial department.

With a determination to send her children to college, Mrs. Mann started as a file clerk and relief switchboard operator and spent her evenings completing a business course. Within a few months she was given the added responsibility of handling printing and incoming mail distribution. About 1929 she was placed in charge of the mailing, printing and supply department.

Her daughter, Mrs. Manuel DeBusk, a graduate of Southern Methodist University law school, is now a practicing attorney in Baltimore. Her son, O. C. Mann, Jr., attended Texas A. & M. College, served for a time in the United States Marine Corps until his recent medical discharge and is currently connected with Texas Delivery Service.

The workshop of Mrs. Mann and her assistant, Mrs. Ruby Allen, who joined the Chamber of Commerce April 30,

1943, contains all the equipment, tools and supplies essential to efficient operation of an up-to-date business organization mailing room. These include a multigraph, with drums and a liberal assortment of type; a mimeograph; a postage meter; an addressing machine; and a stencil machine for making address plates. Both Mrs. Mann and Mrs. Allen are not only expert in the operation of the various machines but are handy with tools for making minor repairs and adjustments. The department's "tools" also include a postage scale, a postoffice guidebook and the like. To facilitate the mailing process, the names of Chamber members, retailers, wholesalers and manufacturers regularly sent bulletins and other mail of interest to them and similar groups are on address plates filed conveniently by groups in metal cabinets designed for this purpose.

Both Mrs. Mann and Mrs. Allen must keep informed as regards postal regulations and rates with respect to both domestic and foreign mail. Correspondence from the foreign trade department must carry the proper air mail or regular mail

(Continued on Page 22)

COURTEOUS, CALM AND COMPETENT, Mrs. Ruby Allen, mailing department assistant, is pictured putting a typed stencil in place on the drum of a mimeographing machine preparatory to running off a multiple letter, one of her many chores.

—Thomas K. Cone, Jr., Photo



Jr., Photo

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R, 1944



In just 10 minutes they'll need your help

Back home, the headlines read—60 U. S. Planes Lost.

The full news account may mention that 600 airmen were shot down with them. But nowhere will you find mention about how many of those men landed alive and are now in enemy prison camps.

Actually, about 60 per cent of all American airmen shot down over enemy territory survive—as prisoners of war.

Some prison camps are devoted exclusively to airmen. But these camps are little different from the others. In all, the men behind the barbed wire live the same empty life.

That's why War Prisoners' Aid was formed. It provides the wherewithal to buy for prisoners of

war the things that will help them hold on to their sanity during those empty days of waiting. Books, games, athletic equipment, make-up kits for amateur theatricals, musical instruments.

It takes money to buy these things. The only way War Prisoners' Aid can get that money is through your contribution to Dallas County War Chest. Your gift is also shared by 55 other Military, War Relief and Local Agencies. Give once for all.

Give from Your Heart

WAR CHEST



AFFILIATED WITH NATIONAL WAR FUND

THIS MESSAGE CONTRIBUTED BY SOUTHERN AIRCRAFT CORPORATION.

OPA . . . Present and Future

I AM glad of an opportunity to discuss our fight against inflation and some of the problems that lie ahead, particularly in terms of the eleven million members of the armed services, to whom we all owe so much.

During the last generation or so, all of us have heard a good deal about pressure groups: Economic groups, political groups, special interest groups, labor, management, farmers, white-collar workers, and so on. To judge from what you hear and read, you would almost think that each one of these groups had no other interest than to feather its own nest.

Actually, of course, all the groups which go to make up America have worked together during the last three years more closely than ever before in our history. Their contributions to the war have been overwhelmingly positive and constructive. Together they have put their shoulders to the wheel. Together they have helped to make our war production record in the cities and on the farms a record which a few years ago none of us would have thought possible.

During the next year or so we are going to hear a great deal more from another group—the soldiers, sailors and marines returning from training camps and battle fronts all over the world. This group, with its families and friends, may easily become the most influential of all of the groups in our democracy. It is a group from which we have thus far heard very little. Its members have had little or no voice in the war production program. Its views about the conduct of our home affairs have had very little chance for expression.

Naturally they will want to know in detail how we have handled our part of the job here at home—the kinds of problems that we faced and the manner in which we have met them.

In general, I believe they will be impressed, for in spite of many inevitable

mistakes this war is likely to be remembered as the best organized and most vigorously prosecuted war in American history.

American industrial workers and American business management, working closely with the War Production

By Chester Bowles

Administrator, Office of Price Administration

Board, have raised industrial production 129 per cent over pre-war levels. Our record of war-time production is an absolute miracle of modern planning and vigorous effort.

Our farmers and cattle raisers, working closely with the War Food Adminis-

tration, have increased farm production to unheard-of levels. In spite of shortages of manpower and equipment they have produced more food and better food than the most optimistic pre-war prophecies foretold. Our railroads and truckers, working with the Office of Defense Transportation, have carried double their pre-war burden, with a minimum of delays and a maximum of effectiveness and speed.

And in spite of huge inflationary pressures, all of us—businessmen, labor, and farmers, working within our organization, the OPA—have maintained a relatively even level of prices.

In the last war industrial prices rose 98 per cent; the cost of living went up 108 per cent.

In this war industrial prices have risen

GUEST OF THE DALLAS CHAMBER OF COMMERCE at a luncheon on his first trip to Texas, OPA Administrator Chester Bowles (center) is being greeted by A. H. Bailey (left), Chamber vice president, who presided, and R. L. Thornton, who introduced the director of rent and price control and rationing for the nation. —Photograph by Thomas K. Cone, Jr.



Editor's Note—Reproduced herewith is the address of Mr. Bowles at a luncheon sponsored August 21 at the Baker Hotel by the Dallas Chamber of Commerce, with the co-operation of the Dallas County war price and rationing boards and attended by OPA district directors, board members, labor and agriculture advisory committees, Dallas business men and Texas state officials.

only 4 per cent since the spring of 1942, thus saving all of us as taxpayers countless billions of dollars on the cost of the goods that the Government must buy to fight the war.

The cost of living—averaging in rent, food, clothing, and house furnishings for the middle-income family—has risen only 7 per cent in that same period. During the last fifteen months it has scarcely risen at all.

Thus for the first time in any war we have managed to keep our price levels from skyrocketing upward. And in so doing we have given all of us, including

the wives and families of our absent fighting men, protection that we have never had before in war-time.

Taken all in all, I believe our returning soldiers and sailors will find that our war-time record has been good.

Naturally, their next question will be about the future. Where do we go from here?

It seems to me pretty obvious that the most important single question on the minds of our fighting men on their return will be jobs and the chance for a secure and prosperous future. It seems to me equally obvious that this group

will present its demands for jobs and security during the coming years with vigor, intelligence, and persistence.

During the last three or four months there has been much talk of relief for our returning fighters. Clearly there must be some form of transition payments to soldiers to keep them on their feet while they are finding their way back to normal peacetime life. The GI Bill of Rights represents a wholesome move in this direction.

But you and I know that our returning fighting men do not want relief or doles. They want a genuine opportunity to make their own way in the world. They want good jobs and a sense of security. They will rightly insist on this, and they will have the strength to make their insistence felt.

Their attitudes toward this problem will surely be deeply affected by the experience of their childhood before the war. When the depression of 1929 hit, most of them were under 12 years of age. As children, many of them saw their parents lose their jobs, their incomes and their savings. Some heard from their parents about the collapse of farm prices and the disappearance of farm markets. Others saw bread lines replace the tramp of feet into the factories.

They knew of the uncertainty about whether those who had jobs could keep them, and the questions as to whether farm prices would ever rise to a level which would make a decent, secure life possible. Most of them knew intimately and at first-hand about the millions of poorly clothed, poorly fed and poorly housed men, women and children, both in the cities and on the farms.

During the war they will have made up their minds that never again will they accept that kind of world for themselves, their families or their friends. They will come back, it seems to me, prepared to co-operate with all other groups in making a nation which will provide opportunities and jobs for all. They will not want to return to a country in which group is set against group, fighting for a large share of a relatively small size pie. They will insist, as they should, on an economic pie big enough to feed us all—industrial workers, farmers, businessmen—on a scale that will reflect our huge capacity to produce. They will point out realistically that, as we produced at full speed to win the war, we must now produce with equal vigor for a land of peace and plenty.

There will be no question about the

add your green
to the
Red, White & Blue



Give with Your Heart

DALLAS WAR CHEST

AFFILIATED WITH NATIONAL WAR FUND

Give from Your Heart

TEXAS PRODUCE COMPANY



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They look to the west

They looked to the West for strength of arms . . . for liberation from the yoke of the oppressor.

And still they look. But they look now for food to keep alive the spark of life. They look for food for their children . . . their hope of the future . . . the hope of their unhappy, war-racked lands.

They look for clothing . . . warm clothing to protect them against the dread, sickening chill of coalless houses.

They look for medicines and vitamins . . . to help them save their wounded, their ill, and their plague-stricken victims.

They look for seed . . . to plant the fallow earth once more . . . to eke out their famine rations of grass and weeds and ersatz, sawdust bread.

They look for hope.

Out of the cradle of liberty they pray that there will come the inspiration to build anew . . . with new rights, freedoms, new opportunities for themselves.

The things they need . . . food and clothing, medicines and vitamins . . . and hope for the future . . . are all made possible by your contribution this year to your Dallas County War Chest affiliated with National War Fund.

Give from Your Heart

WAR CHEST



AFFILIATED WITH NATIONAL WAR FUND

Space for this War Fund message contributed by John E. Mitchell Co.

right of our soldiers to raise this issue vigorously and persistently. They have left their homes, their families and their communities. They have faced boredom, privation, hardship, disfigurement, capture and death. Their sacrifices and accomplishments entitle them to an opportunity to make a secure place for themselves, their families and friends in an economic era of plenty. They will demand, with justice, that all groups pull together to achieve this objective.

It is clear, I believe, to all of us that full production in peace-time means prosperity for all of us. Full production means plenty of jobs—good jobs. Full production means good profits for business. Full production means a high level of income for our farmers. Full production means more and better schools, libraries, hospitals. In specific terms, full production, according to a recent study of the Department of Commerce, means 44 per cent more houses than we had in 1940, 51 per cent more medical care, 42 per cent more recreation, 62 per cent more food, 72 per cent more clothing and clothing accessories, 105 per cent more household furniture, and 165 per cent more radio apparatus and phonographs. In other words, a new prosperous, vigorous America, entering a new era of peace and security.

How do we get full production? By working closely together. By raising our

sights high. By forgetting outworn economic dogma. By bold, positive, courageous, democratic action.

First, we must make certain that inflation remains in check. After the last war prices rose 40 per cent. There was a mad scramble for inventories. The price bubble grew bigger and bigger.

Then in May, 1920, the bubble burst with a bang. In a brief period, cotton prices dropped 73 per cent, beef steers fell 56 per cent, wheat fell 65 per cent, petroleum products 60 per cent. Factory pay rolls were down 44 per cent. Profits after taxes fell 104 per cent, that is, profits were converted into actual losses, which practically wiped out all the reserves accumulated during the war period.

Our battle against inflation is far from being won. The problems that lie ahead are still difficult.

No one in OPA wants to continue price controls a day longer than necessary to prevent inflation. But we cannot overlook the fact that during the World War I period, the worst inflation came *after* the war was over. This time there may be still greater inflationary forces at work. If we permit prices to soar even as much as they did during the two years after the Armistice, we shall be inviting a worse depression than any we have yet experienced.

The OPA's part in preventing this twin disaster is vital. We must see to it, with the help of business, labor and agriculture, that the cost of living is held until the danger of inflation has passed. We must be prepared to set new prices on such goods as washing machines, radios, electric irons, refrigerators and cook stoves as promptly as cutbacks in war contracts release plant capacity and manpower for their production. We must be sure that our policies do not set in motion reductions in wage rates which would contribute to a disastrous post-war deflation. We must be prepared to remove price and rent controls in one commodity field or community after another as soon as it is clear that the danger of inflation is over.

If we can do this job right, I believe we can provide a peace-time structure of prices which will provide a basis for full production after the war.

But it will take more than a stable price structure to assure our soldiers, our workers and our farmers the jobs and markets we must have if we are actually to use the enormous productive capacity of our economic system.

To a large extent, it seems to me, the final decision as to whether there will be full production or not lies with business itself. When war-time price controls are removed, both business and Government will breathe a sight of relief. But, actually, some of our biggest problems will still be ahead.

In my experience in private business, I could not help observing, before the war, an increasing tendency among some businessmen to set their prices at relatively high levels in order to secure the largest possible profit on each unit of output. Competition, of course, always sets some limit to this practice. But, as all of us know, competition is far from perfect in today's economic system. Many a business which carries a trade name and advertises it extensively tends to compete more in sales efforts than in price reductions. This situation is, of course, in sharp contrast to what happens in agricultural markets where prices are set almost entirely by the free play of supply and demand.

A business policy of relatively high prices and high unit profits does not necessarily result in large total profits. High prices limit demand, sales, production and employment. As employment and purchasing power are reduced, the total market for both industrial and agricultural products shrinks. Farm prices

HENRY S. MILLER CO.

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HENRY S. MILLER, Jr., C.L.U.

GIVE FROM YOUR HEART

SUPPORT THE WAR CHEST

SOUTHLAND LIFE BLDG.

DALLAS, TEXAS

tend to drop rapidly, leaving the farmer unable to buy the products of industry. More unemployment and still greater reductions in purchasing power result. The stage is thus set for collapse, both in agriculture and industry, with prolonged depression as the aftermath.

In view of what we have learned during the war about our enormous productive capacity, I am confident that the people of this country—our returning soldiers, our industrial war workers, our professional and white-collar people, our farmers and our businessmen—will never again be content with a meager economic pie.

I doubt personally whether our democratic system of government can stand up under the pressure politics which would result from the kind of competition among groups who would much prefer to divide fairly a larger pie, but who would unquestionably and perhaps rightly seek to protect themselves if there are not enough jobs and goods to go around.

Therefore, it seems to me that we who have had experience both in business and in Government share a responsibility to put into actual practice the lessons we have learned from the great industrial and merchandising leaders of this generation.

That lesson, it seems to me, is that reductions in costs of production resulting from increasing efficiency must be handed on to the consumer in the form of lower prices. It is an experience which strongly suggests that small profit margins on a large volume of production not only serve the interests of our whole system, but provide larger profits to the owners and managers of industry than the opposite policy of high prices, high unit profits and restricted production.

These, of course, are only my personal views, based on some years of experience in business, as well as the experience of two and one-half years in Government service, working in close co-operation with business, labor and agriculture. I do feel, however, that they are views which are shared by large numbers of our people and which will be brought to our attention with justice and with vigor not only by our returning soldiers, but also by all of us here at home who have witnessed the almost miraculous record of production which has been achieved during the last three years. Business has its post-war opportunities and responsibilities. Agriculture has them, too. If we are to provide our returning soldiers and



sailors with a vigorous, fully productive post-war economy, we must see to it that agricultural markets and prices are sustained.

During the last two or three years, farm prices have advanced considerably, whereas farm costs have been held relatively stable. This has resulted in the highest farm income we have ever experienced. This, in turn, makes possible the purchase by farmers and their families of the products which industry is so fully capable of producing.

Not only for the sake of the farmer and farm communities, but also for the sake of markets for industrial products which the farm community provides, we must see to it that farm income is main-

tained at as nearly its present level as constructive thinking and planning can assure.

The maintenance of full production and employment in the cities will go a long way toward making this possible.

The farmer, through his own organizations, can also help himself a great deal to meet this problem, but in the last analysis it seems to me that the Government must itself be prepared to assure farm prosperity, through the maintenance of support prices, the development of an export market for agricultural products, to name some of the possible responsibilities which may be assumed by the Government. It seems to me fully as important that the Government undertake these responsibilities as it is that we maintain effective minimum wage laws, unemployment compensation and old-age benefits to assist in supporting the incomes of urban and industrial workers.

Finally, it seems to me that the Government, through its encouragement of exports to aid in the rehabilitation of war-torn Europe; through its fiscal policies of borrowing, taxing and spending; and through its control of public works and its encouragement of housing construction, has an inescapable responsibility for underwriting full production and employment.

Through these means the Government can maintain conditions under which free private enterprise can thrive. By

(Continued on Page 32)



Box Pop:

The wife and daughter of Lt. Berry were halted by a sentry on duty who had orders to allow no one to enter by that gate.

"Sorry, but you will have to go around to the main gate."

"Oh, but we're the Berrys."

"I don't care if you're the cat's meow! You can't go through this gate."

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Gaylord Container Corporation

Dallas, Texas



There's an oar here for YOU!

It's a lifesaving job, all right! And the lifeboat must be manned by us civilians on the home front.

There are lives of refugee Chinese and Greek children to be saved. There are lives of our own servicemen's children here at home to be sustained and cared for.

There are comfort and cheer to be given to war prisoners.

There is entertainment to be provided for our fighting men abroad through the U.S.O. Camp Shows.

All these needs and many more, at home and abroad, must be covered by your one gift this year to your Dallas County War Chest.

So take up your oar and give. Give enough for all 56 agencies.

Give from Your Heart

WAR CHEST



AFFILIATED WITH NATIONAL WAR FUND

This Space Contributed to the War Chest by the Dallas Power & Light Company

DALLAS—Headquarters for M-A-T

New Military Air Transport Service of Army Ferrying Division
Adds to Importance of City as Aerial Crossroads of World

DALLAS has taken still another step upward in its ranking as an air capital of the world with the inauguration of the new Military Air Transport service by the Ferrying Division of the United States Army Air Transport Command. M-A-T, according to Lt. Col. Russell W. Munson, commanding officer of the Fifth Ferrying Group, Love Field, is a vast transcontinental aerial system with a three-fold job of vital war-time importance:

The transport of Ferrying Division flying crews to and from their assignments.

All aerial evacuation of war-wounded from ports of entry to general hospitals throughout the nation.

Assumption of all domestic aerial transport of military cargo.

It is job No. 3 with which the Dallas air base is most notably identified since the Fifth Ferrying Group will act as headquarters' hub of the great cargo division of M-A-T. As commercial airline contracts terminate, Military Air Transport will take over. Already the new operation at Love Field is a beehive of activity as M-A-T cargo planes load and unload, arrive and depart with their precious cargo of supplies, parts and equipment. By the end of the year the new army airline will have assumed the entire job, and Dallas will more than ever stand out as aerial crossroads of the world.

Chosen to head the local transport squadron was Captain Malcolm C. Wallace, formerly in charge of the Fifth Ferrying Group's branch airline before the operation became national in scope. As such, Captain Wallace directed a cumulative total of more than 8,000,000 miles of air transport operations without a single accident.

A former Braniff Airlines pilot, Captain Wallace has logged approximately 7,500 hours in the air since his first solo flight on New Year's Day, 1929. He was born on Tankersley Oyster Creek Plantation, Texas, and attended school in southern California as well as the University of Arizona. He was a second lieutenant in the infantry reserve for five years and

holds the French Legion of Honor citation.

Captain and Mrs. Wallace, formerly Lucille D. Baker of Phoenix, Ariz., are a flying family from the word "contact." Mrs. Wallace holds not only a commercial license, but an instrument instructor's rating as well. At one time she was the only woman pilot in the state of Arizona to hold a commercial license. She was an instructor in the CAA War Training Service and now makes weekly trips to Waxahachie to teach fledgling flyers. It was while Captain Wallace was a dashing young airlines pilot that he met his future wife on a flying field in Arizona and she agreed to be his "copilot."

"With Dallas as the hub and Newark,

N. J., Los Angeles, Calif., and Miami, Fla., as terminal points, the daily schedule of flights pass through important industrial centers of the country," explains Captain Wallace, "moving airplane parts and all types of essential war supplies to the coasts, from where they will be rushed to the fronts. Vital raw materials received from overseas are likewise dispersed by air to American factories engaged in war work."

The local transport squadron is also responsible for certain routes in the evacuation of war-wounded and the transportation of ferrying crews, sharing these tasks with seven other ferrying groups throughout the country.

Other administrative officers of the M-A-T squadron in Dallas include Cap-

AMERICAN HAWK IN SERVICE—Captain Malcolm C. Wallace, veteran Texas pilot and commanding officer of the new Military Air Transport squadron at the Fifth Ferrying Group, Love Field, beamingly calls attention to M-A-T hawk insignia on transport planes which the Ferrying Division of the Air Transport Command has assigned to carry all transcontinental military cargo and evacuate wounded to hospitals throughout the nation. Dallas is headquarters for the new cargo division, with aerial routes fanning out to both coasts on daily schedules.



tain Jean D. Gilmore, executive officer; Captain Walter A. Jensen, operations officer; Captain Robert D. Hamilton, adjutant; and Captain Rex E. Purcell, chief pilot.

As a postscript to the efficiency of military air lines, a given transport plane which has distributed wounded to hospitals nearest the homes of the casualties will be quickly dismantled of its special equipment and the litters will be stowed, in order to handle a load of ferrying crews or cargo on the return flight. In other words, it is pointed out, the three-fold operation of M-A-T is flexible and closely interlocking whenever it is possible to obtain maximum utility and efficiency.

Specialists in transport operations are assigned to the crews engaged in this work of speeding high priority tools and equipment from factory to fighting front. Besides the flight crew, planes carrying wounded are also staffed with an air nurse and an enlisted medical technician, from Ferrying Division personnel.

The insignia for Military Air Transport, an American hawk on a global background, describes dramatically the vigor and scope of the operation, and adorns the sleek noses of fleets of C-47 transport and cargo planes pressed into this service.

The strategic geographical location of Love Field and the City of Dallas in air transport, both in war and in peace, assures this city of national and even international prominence in the air world of the future. Military Air Transport is helping to show the way.

Mailing Department

(Continued from Page 13)

postage or there will be needless delay. They must keep posted, too, as regards where they can and where they cannot send mail overseas, and under what conditions. Their daily reports filed with the postoffice covering metered mail must tally exactly with the number of pieces deposited that day or else there is another cause for delay. Not only to get mail promptly on its way but also as a measure of cooperation with the postoffice, hit, too, by manpower shortages, the mailing department dispatches outgoing mail four times a day. The postage meter is closed at 4:45 p. m. each day in time for the last mail collection by the postoffice. To this last batch of mail is attached the meter report and when checked at the postoffice must tally with the number of pieces of metered mail dispatched that

Army Chemical Warfare Procurement Office at Dallas Is Expanded

Consolidation of the United States Army chemical warfare procurement divisions of the Fourth Service Command area with those of the Eighth Service Command, with the state of Colorado added, increases Dallas' importance as a military administrative center. The change means that chemical warfare contract business of thirteen Southern, Southwest and Rocky Mountain states will be done through the Dallas procurement district, with offices in the Mercantile Bank Building.

About thirty officers and a number of civilian employees have been transferred to Dallas from Atlanta, former headquarters of the Fourth Service Command area. Col. C. W. Crowell is commanding officer of the Dallas headquarters.

day. A supply of postage stamps is kept on hand, however, for the mailing of last minute mail received from departments after the meter has been locked for the day.

The mailing department also keeps a record of outgoing mail by Chamber divisions. This enables each department to know whether it is operating within its postage budget. A complete file is also maintained on all mailings processed by the department, giving each Chamber division a record of the date, quantity, nature and the like of every mailing it sends out. In addition to handling the regular mailing operations of the organization, the department is in a position to render individual service to Chamber members. It keeps on file address plates on Texas weekly and daily newspapers and other categories and frequently addresses envelopes for members desiring to reach these groups with a special message of their own.

In all of her years of supervising mailing operations for the Dallas Chamber of Commerce, Mrs. Mann has lost none of her enthusiasm for her work. She finds enjoyment in setting type and making up printing forms. With an appreciation of what a business organization stands to lose through poor mailing facilities and lax handling of mail, she occasionally braves the night to get the job done. She recalls that she probably had her heaviest mailing day in her experience one day in 1936, the year Texas observed its centen-

nial with a big celebration at Dallas, when her department handled 16,000 pieces of mail about the observance. She kept the postage meter operating from 8 a. m. to 10 p. m. that day to get the mailing out.

The department activity is not without its occasional headaches, however. One afternoon shortly before closing time she had 2,500 seven-page letters processed, folded, stuffed in envelopes, addressed and ready to be mailed when a serious typographical error was discovered on the first page. A new stencil had to be cut for this page and processed, and the letters had to be removed from the envelopes, reassembled and then restuffed. The job was finished by 11 p. m.

In addition to serving as assistant in the mailing department, Mrs. Allen is also relief operator of the telephone switchboard. She served as main office cashier for W. A. Green Company for several years before transferring to the Dallas Chamber of Commerce. Before that she was connected with Procter & Gamble Company.

For Mrs. Mann and Mrs. Allen, the day's peak activity comes between 3 and 5 p. m., the final hours before closing when processing of mail is usually the heaviest. There is frequently little warning on group mailings, and, often as not, a sizeable mailing will come in for handling at the last minute. But voluminous as the day's mail might be, it gets handled. Mrs. Mann and Mrs. Allen are demonstrating that operating a mailing department is no scanty responsibility.

New Frisco Service Aids Dallas Firms in Serving Oklahoma Customers

Service to Oklahoma customers by Dallas business and financial firms will be facilitated by the improvement in train service of the Frisco lines between Tulsa and Dallas, effective August 27.

Service formerly operated jointly by the Frisco with the Missouri-Kansas-Texas Railroad, with the Katy taking over at Denison, has been discontinued, and the Frisco train is continuing its run into Dallas. This is bringing a large volume of Oklahoma mail into Dallas some three hours earlier than previously. Such mail as is delivered to post office boxes is ready by 8:30 a. m., and that which is delivered to the business district by foot carrier is now going out on the second delivery in the forenoon instead of the third delivery in the afternoon.

Statistics Chart Dallas' Growth

These statistics are for Dallas, Highland Park and University Park and do not include such towns as Grand Prairie (site of the North American airplane manufacturing plants and the Naval Air Station), Garland (site of Continental Motors Corporation and Southern Aircraft Corporation), Cockrell Hill, Pleasant Mound and other Dallas County communities.

Population

Greater Dallas (Estimate based on increase in utility meters) 450,000

Dallas County (Estimate based on projection of Greater Dallas' growth) 500,000

School Enrollment

1935	54,367	1940	53,701
1936	54,466	1941	53,253
1937	54,529	1942	53,553
1938	53,959	1943	54,413
1939	54,313		

Bank Debits

	1943	1944
January	\$ 421,032,047	\$ 501,569,000
February	378,936,000	546,209,000
March	466,029,000	517,331,000
April	480,428,000	509,363,000
May	427,725,000	511,070,000
June	447,316,000	582,166,000
July	446,883,000	514,319,000
August	434,548,000	
September	550,366,000	
October	486,385,000	
November	478,815,000	
December	570,528,000	

Total \$5,602,217,000

Bank Clearings

	1943	1944
January	\$ 410,975,976	\$ 482,244,059
February	362,696,361	461,945,682
March	458,545,832	507,455,896
April	453,134,669	464,688,333
May	421,752,649	466,689,863
June	452,083,211	515,499,330
July	439,863,099	491,072,596
August	423,923,356	
September	506,512,325	
October	480,177,870	
November	473,292,356	
December	494,957,110	

Total \$5,377,914,815

Postal Receipts

	1943	1944
January	\$ 420,690	\$ 492,763
February	447,624	501,186
March	485,740	525,096
April	459,682	524,891
May	436,951	549,032
June	445,731	540,123
July	442,686	529,162
August	453,858	
September	502,831	
October	512,785	
November	504,883	
December	634,476	

Total \$5,746,272

Building Permits (Greater Dallas)

	1943	1944
January	\$ 160,391	\$1,367,372
February	149,604	312,729
March	135,896	433,797
April	140,637	708,293
May	216,349	1,490,192
June	277,761	641,018
July	634,918	465,131
August	755,350	
September	359,791	
October	1,161,384	
November	966,624	
December	576,164	

Total \$5,534,869

Water Connections

	1943	1944
January	85,702	86,859
February	85,979	87,049
March	85,890	87,183
April	85,920	87,520
May	86,016	87,799
June	86,140	88,163
July	86,140	88,482
August	86,146	
September	86,221	
October	86,343	
November	86,480	
December	86,592	

Telephone Connections

	1943	1944
January	117,844	122,883
February	119,012	123,084
March	120,085	123,430
April	121,218	123,543
May	121,848	123,377
June	121,555	123,086
July	121,446	123,256
August	121,714	
September	122,226	
October	122,798	
November	122,935	
December	122,970	

Gas Connections

	1943	1944
January	94,278	96,220
February	94,397	96,438
March	94,517	96,568
April	94,606	96,869
May	94,765	97,174
June	94,832	97,425
July	94,848	97,462
August	94,910	
September	95,091	
October	95,397	
November	95,779	
December	95,997	

Electric Meters

	1943	1944
January	99,615	102,332
February	99,770	102,599
March	99,887	102,943
April	100,085	103,273
May	100,343	103,640
June	100,502	103,976
July	100,681	104,204
August	100,867	
September	101,111	
October	101,435	
November	101,769	
December	102,120	

War Bonds and Stamps

	1943	1944
January	\$ 3,453,268.75	\$ 72,912,806.50
February	2,536,137.50	2,979,333.25
March	3,548,035.50	3,761,463.25
April	9,031,034.00	3,224,320.25
May	4,272,300.00	
June	2,962,831.25	
July	3,673,973.50	\$99,339,554.50
August	2,792,742.15	
September	*35,051,712.00	
October	†1,440,658.00	
November	2,877,005.75	
December	3,450,464.25	

Total \$75,090,163.65

*For period, September 1 through October 16 (Third War Loan Drive). †For period, October 17 through October 31. ‡For period, January 1 through February 29 (Fourth War Loan Drive). §For period, June 1 through July 31 (Fifth War Loan Drive).

The American Way!

THE National War Fund is the united answer of 10,000 American communities to the welfare needs of our fighting men, our home front and our allies over the seas. It is an organization of four million volunteer workers imbued with the American spirit.

Dallas is one of the 10,000 communities and a vital link in this federated appeal with total objectives to raise \$250,000,000 for the nineteen war-related agencies of the National War Fund and for local community chests.



J. B. ADOUE, JR.

The National War Fund is a carefully budgeted method of spreading the generosity of the American people to dozens of bona fide welfare needs. Forty-six and one half cents out of every National War Fund dollar goes to work for our own armed forces through the USO and United Seamen's Service.

From the United States, the National War Fund benefits are spread out to ninety-one major geographic areas on six continents. A contribution to the War Chest of Dallas County is a contribution to the National War Fund and a gift that literally goes around the world.

There are many things that we can all do to speed victory, and giving through the War Chest is one of the most vital of these.

J. B. Adoue, Jr.
Vice President
National War Fund



War Chest Campaign To Raise \$1,555,000

Army of 5,000 Volunteers Mobilizing for Opening on October 3 of
Annual Solicitation of Funds for Home and War Front Agencies

THE War Chest of Dallas County will open its third annual campaign October 3 to raise \$1,555,000 for aid to our fighting forces, relief to the suffering nations of Europe and to carry on the vital home front activity of our thirty-five local welfare services.



R. G. McCORD

We have a big goal ahead of us, but it is a job that must be done in the same spirit with which Americans are fighting on nearly every battlefield in the world today. This is another way we have of speeding victory, and I feel that Dallas and Dallas County will exceed this War Chest goal of \$1,555,000 with the same fine spirit that was exhibited in last year's campaign. Our contributions mean too much to people all around the globe for us to fall short in this effort.

As campaign chairman, I recognize fully the broad responsibilities that have been placed on me, and I am pledged to the full success of our effort, more deeply convinced than ever of the necessity of one concerted campaign so that our citizens make only one gift to meet the financial needs of our fifty-six participating agencies.

The top leadership of our community is active in assuring the success of the drive. Nathan Adams, chairman of the War Chest Executive Council, is chairman of the big gifts committee. He is assisted by Leslie Jacobs and Eugene McElvaney.

R. L. Thornton heads the special gifts committee. Assisting him are Milton Brown and Julius Schepps. Fred F. Florence is chairman of the employee committee.

Other committee chairmen are Austin Allen, industrial companies; E. P. Simmons, commercial teams; Don L. Baxter, publicity; Lawrence Pollock, special

solicitation; and Ben R. Newberry, national firms.

The Rev. Marshall T. Steel is heading a church relations committee to work

By R. G. McCord

Campaign Chairman

War Chest of Dallas County

with the churches throughout the city and county.

Ben H. Wooten and Felix R. McKnight are directing a speakers' bureau steering committee including Father W. J. Bender, Roy C. Coffee, Mrs. Anthony Condos, Ray Dixon, Chaplain Raymond P. Doll, the Rev. John Donoho, Mrs. Richard M. Donovan, W. C. Grant, P. M. Laughlin, Dr. David Lefkowitz, Miss Doris Merrill, M. M. Myers, Perry Morton, Chaplain John McWilliams and Miss Margaret Yates.

(Continued on Page 32)

Fifty-Six Agencies Are United In Dallas War Chest Appeal

The War Chest of Dallas County serves these agencies:

War Service Agencies

Boy Scout Emergency Fund
USO (United Service Organizations)
United Seamen's Service
War Prisoners' Aid
YMCA World Service Fund

Overseas Relief Agencies

American Relief for Italy
Belgian War Relief Society
British War Relief Society
French Relief Fund
Greek War Relief Association
National America Denmark Association
Norwegian Relief
Polish War Relief
Queen Wilhelmina Fund
Refugee Relief Trustees
Russian War Relief
United China Relief Fund
United Czechoslovak Relief
United Jewish Appeal
United States Committee for the Care of European Children
United Yugoslav Relief Fund

Home Front Welfare Agencies

Boy Scouts of America
Bradford Memorial Hospital
Catholic Women's League
Central Office of Catholic Charities

Children's Bureau
Children's Hospital of Texas
Children's Recreation Camp
Council of Social Agencies
Dallas Big Brothers
Dallas Camp Fire Girls
Dallas Child Guidance Clinic
Dallas Day Nurseries
Dallas Girl Scouts
Dallas League for the Hard of Hearing
Dallas School Lunch Fund
Dallas Tuberculosis Association
Dallas Visiting Nurse Association
Dr. John H. Dean Memorial Home
Dunne Memorial Home for Boys
Family Bureau
Goodwill Industries
Hope Cottage
Infant Welfare Association
Jewish Welfare Federation
Lighthouse for the Blind
Marillac Clinic and Social Center
Mt. St. Michael Home and School
Richmond Freeman Memorial Clinic
St. Joseph's Home for Girls
Salvation Army
Toy Loan Association
Veterans' Service Bureau
West Dallas Social Center
Y.M.C.A.
Y.W.C.A.



1. **DADDY'S IN SERVICE** . . . and Mama is at work, but these youngsters aren't suffering from neglect. Like hundreds of others in Dallas, they are cared for in the five units of the Dallas Day Nursery Association, supported by the War Chest. Their days are busy, healthy and full of fun, from the time mother brings them in—anywhere from 5:30 to 8:00 A. M.—until they are picked up at night.

2. **JUNGLE SHOW**—The USO's "invasion circuit" is now taking camp shows to American fighting men on all battlefronts. Here a thatched stage in the jungle of New Guinea serves as the backdrop for one of the 33 camp show units of the circuit.

3. " . . . AND TEARS "—War has taken its heaviest toll in China where there are now more than 5,000,000 orphan children. A tearful child and its mother, both suffering from shock, sit in the remains of their bombed-out home. United China Relief, supported by the War Chest, sends regular aid to our ally in the Pacific.

4. **WAR'S HANDWRITING**—The story of war and hunger is written in the deep lines on the face of this woman of Warsaw. The Poles have paid a pitifully high price to the Nazis. Polish War Relief is America's way of assisting these fighting allies.

5. **FRIENDS**—The friendly hand of USO reaches out to servicemen and women in more than 3,000 towns and cities of the United States to aid them in finding some of the comforts of home, no matter how far they may be away from home.

6. **JOB'S FOR THE AGED**—The handicapped are offered employment by the Goodwill Industries. Discarded materials are rejuvenated and re-sold at small prices to Dallas' low-wage earners, enabling the Industries to pay out \$8 in salaries to their workers for each \$1 contributed by War Chest givers.

7. **TO WAR PRISONERS**—Workmen are busy packing boxes to be sent to American prisoners of war in Germany. Thousands of boxes containing athletic equipment, musical instruments, books and other items are being sent out by War Prisoners' Aid to relieve the monotony of the lives of the men of the barbed wire legion.

8. **HERO IN KHAKI**—All reports from the combat zones tell of the generosity of the American fighting men toward the people of the liberated areas. Here a sergeant in France shares his rations with a group of French children. The American public shares through the French Relief Fund.

9. **HEALTH SAFEGUARD**—The Dallas Visiting Nurse Association affords one of the strongest health guards in the city. The nurses of the association work to promote health, give skilled bedside care and prevent disease. Much of their work is the care of infants.



Cest AGENCIES at work!





The boy who was going to be President

It's a tradition in America that every boy has a chance to be President some day.

But the war has given lots of kids a start along the road that leads not to the White House, but to the penitentiary.

Their fathers are in the Army, their mothers are in war plants. Left to shift for themselves, many of these boys—fundamentally nice kids—have drifted toward juvenile delinquency.

By giving to your Dallas County War Chest, you can help to remedy this tragic situation. A portion of the money you give is used to provide normal recreation and adult guidance for boys and girls at this critical age—to keep them from becoming casualties of war. That part of your gift which goes to the National War Fund, supports the U.S.O., brings aid to torpedoed merchant sailors, to prisoners of war and sends food and clothing to the bombed-out and starving peoples of Europe.

Your money couldn't possibly go to a finer, more urgent cause. Give once and give enough for all 56 agencies.

Give from Your Heart

WAR CHEST



AFFILIATED WITH NATIONAL WAR FUND

This Message Sponsored by Southwestern Bell Telephone Company

IN DALLAS *Last Month*

Takes On Added Duties In Eighth Naval District

The First National Bank has advanced four assistant cashiers to assistant vice presidents: **R. P. Broyles**, **W. H. Leatherwood**, **W. M. Beavers** and **R. E. Quisenberry**.

C. Loyd Brown, who started with Bond Stores, Inc., when the Dallas unit was opened in 1938, has been advanced to manager of the Dallas store, succeeding **Erwin Gregor**, who has been transferred to St. Louis as manager. **Jimmy O'Rear** has been made assistant manager in Dallas.

Wallace Green of Dallas has been elected third vice president of the Texas Industrial Traffic League. **W. W. Coggins** of Dallas is a new director. **Frank A. Leffingwell** of Dallas continues as secretary-treasurer and **Alice W. Burkitt** of Dallas as assistant secretary.

Dr. Wallace B. Wilkinson has been elected a director of the Oak Cliff Bank & Trust Company.

Hart Bowman, Dallas municipal aviation supervisor, has been named regional director for the American Association of Airport Executives. **Major Charles E. Hanst**, manager of Love Field now on military leave, has been re-elected president of the organization.

Members of a state-wide committee named to assist in drafting proposed planning and zoning bills for submission to the Texas Legislature next year include **City Attorney A. J. Thuss** and **Master Plan Engineer E. A. Wood** of Dallas.

Lloyd M. Miller, who has been with the Southwestern Life Insurance Company since 1932, has been named Dallas branch manager, as successor to **Campbell Green**, who has become manager at Houston for the American National Insurance Company.

Roy N. Fowler, formerly district advertising and sales promotion manager at Atlanta for the apparatus department of General Electric Company, has been appointed southwestern district manager for the electronics department, with headquarters at Dallas.

George W. Howard, who was connected with Brown Cracker & Candy Company for twenty-five years and more recently with the Shredded Steel Company, has been named secretary-treasurer of the English Freight Lines.

E. L. DeGolyer is the first president of the Dallas Arboretum Foundation, which has been formed in connection with the city's master plan development. Other officers include **Mrs. Gross R. Scruggs**, **Herbert Marcus** and **Mrs. Sam Dickinson**, vice presidents; **R. L. Thomas**, treasurer; and **Mrs. John Leddy Jones, Jr.**, secretary.

Miss Lou-Eva Longan, formerly superintendent of the St. Christopher School for Children at Dobbs Ferry, N. Y., has become executive of the Children's Bureau of Dallas, an agency of the War Chest.

L. H. Smith has assumed his duties as executive director of the newly opened Veterans Service Center at the United States Employment Service offices, which under War Chest sponsorship is serving as a complete information bureau for returning war veterans.

Dr. Allen W. Moore, for the last seven years pastor of the First Methodist Church of St. Petersburg, Fla., has assumed the pastorate of the First Methodist Church of Dallas as successor to **Dr. W. Angie Smith**, who recently was elevated to bishop.

Jimmie MacNicoll, who recently resigned as an assistant prosecutor under **District Attorney Dean Gauldin**, has re-entered private law practice as a member of the firm of **Wade, Ford, Duke, Melton & MacNicoll**, with offices in the Texas Bank Building.

In appreciation of his community service, a framed resolution of thanks was presented last month to **Henry S. Miller**, realtor, by **R. R. Gilbert**, president of the War Chest of Dallas County, who described Mr. Miller as "the type of man I regard as a civic asset." The resolution, adopted by the War Chest directors, paid tribute to Mr. Miller for his services in handling the acquisition of the new Community Chest Center.



LIEUT. COMDR. G. W. COOK, JR.

Lieut. Comdr. G. W. Cook, Jr., officer in charge of the Dallas branch of the office of naval officer procurement, has been given added responsibility as assistant director of naval officer procurement for the Eighth Naval District. In addition to his Dallas duties, he will be directly responsible for the functioning of the Houston and Oklahoma City branch offices and will assist in administering work of naval officer procurement throughout the district.



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Mrs. Ada S. Price, formerly in the promotion advertising department of the "Dallas Morning News" and more recently information specialist for the Office of War Information, has been appointed director of public information for the Dallas Chapter of the Red Cross.

W. J. Holt, Office of Price Administration, is president of the newly organized Dallas Chapter of the Federal Bar Association, composed of lawyers in governmental service. Other officers are J. L. Backstrom, Bureau of Internal Revenue; William F. Farrell, Department of Agriculture; and Joe H. Jones, first Assistant United States District Attorney, vice presidents; Alton E. Stewart, Veterans' Administration, secretary; and John Davis, United States commissioner, treasurer. Honorary members of the chapter are Tom Clark of Dallas, first Assistant Attorney General of the United States, and Federal Judges William H. Atwell and T. Whitfield Davidson.

A. Sidney Briggs has been appointed manager of the Texas Inspection Bureau as successor to the late H. Oram Smith.

T. C. Meserole, veteran of World War I, who was recently given a medical discharge after service in the South Pacific in World War II, and previously was in the real estate business in Dallas with his brother, has joined the sales staff of Hudson & Hudson, realtors.

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Regional Vice President For American Airlines



MELVIN D. MILLER

In connection with post-war development plans, American Airlines has created a Southern regional vice presidency and named Melvin D. Miller to the new post, with headquarters at Dallas. The office combines the company's traffic department with the work of route development.

A native of Texas, Mr. Miller joined American Airlines in 1935. He held various positions in passenger sales supervisory work until 1943, when he was advanced to cargo traffic manager.

H. R. Carlson, who has been with International Harvester Company for 25 years, the last 14 years with the industrial power sales department, has been named zone manager for Zones 11 and 19 of the industrial power division, with headquarters in the Dallas branch of the company.

H. E. Dill of Dallas, executive secretary of the Texas Retail Jewelers Association, served on the credentials committee of the 1944 conference of the American National Retail Jewelers Association in New York in August.

John White, Dallas attorney, was elected junior vice commander-in-chief of the United Spanish War Veterans at the annual meeting of the organization in Cincinnati in August. John L. Cramer of Dallas was named for the third successive time to serve as "supreme slick and slimy" of the Military Order of the Serpent.

John W. Carpenter, president of the Texas Power & Light Company, has been named to the board of trustees of the National Safety Council.

Albert A. Faber of Dallas has been added to the Eighth Regional War Labor Board as a public member.

Appointment of Frank M. Burg as regional passenger traffic manager and James A. Wooten as cargo traffic manager has been announced by American Airlines.

John B. Graves, Jr., for many years manager of transportation, real estate and plant improvements for the Murray Company, has been placed in general charge of all traffic and transportation of Murray plants at Dallas, Atlanta, Memphis, South Boston and East Bridgewater, Mass.

New first vice president and president pro tem of the Dallas Junior Chamber of Commerce is W. L. Lindholm, who succeeds Elmer Faught, who resigned. Ira Ewing has been elected second vice president.

New president of the International Association of Printing House Craftsmen is Walter F. Schultz, layout supervisor for Holland's Magazine.

Deputy Police Chief R. W. Evans has been named acting chief pending the return to active duty of Chief J. M. Welch, who is convalescing from a recent heart attack.

City Councilmen have appointed Louis Tobian to membership on the Dallas Housing Authority and Alfonso Johnson on the board of trustees of the Dallas Public Library.

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TEXAS PETROLEUM . . . *at War*

Eighty-Fifth Anniversary of First Oil Well Finds Lone Star State
Producing Enough for All Military Needs With Barrels to Spare

OBSERVANCE last month of the eighty-fifth anniversary of the successful completion of the first well drilled for oil in America found Texas, the birthplace of the nation's petroleum industry, with Dallas as the hub, producing oil at a daily rate of about 2,110,000 barrels. This is enough to meet the war demands for approximately 1,750,000 barrels daily and still have some left over to help supply civilian needs.

It was August 27, 1859, that Seneca Oil Company No. 1 Hibberd came in in western Pennsylvania on Oil Creek one mile south of Titusville. The company struck oil at 69.5 feet and bailed from eight to twenty barrels of oil per day.

While this first well is commonly referred to as the Drake well after Col. E. L. Drake, whom the company engaged to drill it, it more properly might be called Petroleum Industry No. 1 America, this because it was the first successful well drilled in the United States for the purpose of finding oil. Previously, oil occurred as a nuisance in wells drilled for water or salt.

Texas, however, may lay some claim for the first search for oil in this country, the Texas Mid-Continent Oil and Gas Association pointed out on the occasion of the anniversary of the Drake well. Early in 1859, Jack Graham dug a pit near a tar spring in Angelina County, and the supply was more abundant than that on the surface of the spring.

Oil was known and used by the Indians long before the white man came to this country. They found oil seeping out of the ground in widespread localities. They used it for medicine, for tanning hides, for waterproofing fabrics, for caulking their boats and as a binder for war paints.

The first recorded use of American petroleum by the white men occurs in the log of the de Soto expedition. About July 25, 1543, the tiny rudely constructed boats of the expedition were sailing westward along the Texas gulf coast en route to Mexico. The boats put ashore when a squall came up.

The chronicler of the expedition referred to himself as the Gentleman of Elvas (Portugal) but his name is believed to

have been Alvaro Fernandez. In his account which was published in Evora, Portugal, in 1557, he wrote:

"The vessels came together in a creek, where lay the two brigantines that preceded them. Finding a scum the sea cast up, called copee, which is like pitch and used instead on shipping, where that is not to be had, they payed the bottoms of their vessel with it."

Historians, geographers and nautical experts have figured from a study of the de Soto Chronicle that the spot mentioned was about 3.5 miles west of Sabine Pass, Jefferson County, Texas. There is an oil seepage there, perhaps from the great Spindle Top field several miles to the north.

A year earlier, Cabrillo, a Spanish explorer of California, made mention of the Digger Indians along the coast using tar from the oil seepages in that state to caulk their boats.

In 1627 a Franciscan priest, Joseph de la Roche d' Allion, came from Canada into western New York. Near the present village of Cuba, he found that the Seneca Indians soaked their blankets in an oil fluid from an oil spring. In a letter to his superiors in France, Father Joseph mentioned this remarkable fluid.

Lynis T. Barrett and associates leased land and laid plans to drill for oil in Texas in 1859. The brewing of war between the South and the North interrupted Barrett's plans. It was not until 1866 that he was able to go ahead. His first well was drilled near Oil Spring, Nacogdoches County. It was Lynis T. Barrett et al. No. 1 Isaac C. Skillern heirs. When the auger reached 106 feet, oil, water and gas gushed to the top of the well. It is believed to have been the first gusher.

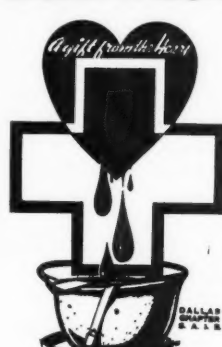
In the eighty-five-year period from August 27, 1859, to August 26, 1944, the United States has produced 29,182,256,000 barrels of oil. During the past thirteen years, this country has produced more oil than it did in the preceding seventy-two years.

Since oil was first found in the Nacogdoches well in 1866, Texas has produced 8,640,799,000 barrels or 29.6 per cent of the nation's output. In less than nine years, Texas has produced more oil than it did in the preceding sixty-nine years.

Demands for oil to finish the drive into Berlin and Tokyo are increasing by the hour. More than 65 per cent of the tonnage shipped to our own forces and to our Allies is petroleum in hundreds of forms, some of which are fuel for planes, tanks, motorized vehicles, ships, lubricating oil for all of them, toluene in TNT and ingredients in synthetic rubber.

The American petroleum industry is producing oil in unprecedented quantities. The national output in August exceeded 125,929,000 barrels, of which Texas produced more than 55,939,000. Since Pearl Harbor, December 7, 1941, the United States has produced a grand total of 4,070,000,000 barrels of oil, of which Texas has produced 1,589,851,000 or 39.1 per cent.

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... That a Service Man May Live

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Bob Bourdene Named Manager Of New Manufacturers' Office

Announcement has been made of the opening in Dallas as of September 1 of a regional office of the National Industrial Information Committee sponsored by the National Association of Manufacturers.

C. R. (Bob) Bourdene, who has been manager of the manufacturers' and wholesale merchants' division of the Dallas Chamber of Commerce since July 1, 1938, has been appointed Southwest regional manager for the National Industrial Information Committee.

The new office will serve the states of Texas, Oklahoma, New Mexico and Arizona. Headquarters are in the Chamber of Commerce Building.

As a department manager of the Chamber of Commerce, Mr. Bourdene served as manager of the Dallas Manufacturers' and Wholesalers' Association and the Dallas Fashion and Sportswear Center. In these several capacities he has been a leading factor in the building of the Dallas manufacturing and wholesale market, whose present-day volume aggregates \$660,000,000 of business.

Before going with the Dallas Chamber



BOB BOURDENE

of Commerce, Mr. Bourdene was for a time manager of the jobbers' and manufacturers' department of the Houston Chamber of Commerce and before that held executive positions with a number of Federal agencies.

OPA—Present and Future

(Continued from Page 19)

judicious use of these instruments, the Government can help industry, agriculture and labor to make full use of the improvements in methods of production which have developed during the war. If these instruments are used boldly and quickly, it is highly probable that they will not have to be used extensively. If business, agriculture and labor recognize that the Government is fully prepared to maintain high levels of production and employment, all three groups will, of themselves, make the decisions which contribute toward this objective. If workers are not constantly faced with the fear of unemployment, they will spend their earnings and thus provide the markets for the goods which they produce. If agriculture is assured that its market and prices will be supported, they will plan to produce the food and textiles which our people need and will be able to buy if industry is running in high gear.

In summary, a choice between two alternatives faces us. If we fumble the ball and make no concerted co-operative effort to reach the common goal of making

full use of our productive capacity, we face a future of unemployment and chronic depressions. Pressure groups, including a large body of disillusioned soldiers, will soon be waging a desperate but fruitless fight over the distribution of a meager scarcity.

If we face the future squarely, co-operatively, intelligently, and vigorously we can readily achieve the same miracle of production in peace as we have in war. That is the kind of America our boys want to come back to; that is the only kind of country which can repay our obligation for the terrible sacrifices which they have made.

War Chest Campaign

(Continued from Page 25)

These leaders will direct an army of about 5,000 volunteer War Chest workers without whose help our appeal could not succeed. These volunteers not only contribute liberally of their time, but also give generously of their earnings.

We are getting nearer to victory every day, but the war is still a long way from won, and we can be certain that our work is well worth while. Through the

Chest's Own Personnel Again Conducts Campaign

The War Chest campaign this fall will be conducted by the Chest's own personnel for the third consecutive year. The able and highly-trained local staff will be aided by a large group of volunteer workers.

Fred M. Lange, who was manager of the membership service department of the Dallas Chamber of Commerce before going with the War Chest, has served as executive secretary of the Chest for the past four years. Jack Moffett, a native of Dallas, is assistant executive secretary. He is working on his second Dallas campaign this year, having formerly served the Houston War Chest.

The mechanics of the annual financial drive for the War Chest are carried on in addition to the regular administrative and agency budgeting work handled on a year-round basis and in addition to the assistance rendered by the War Chest personnel in many other types of community service.

U S O and War Prisoners' Aid, we are providing direct comfort and assistance to our fighting forces.

In the past two years the need for assistance to our fighting allies and to some of the downtrodden nations of Europe has been great, but the needs will be even greater as these nations set about rebuilding. Russian, Belgian, Greek and thirteen other relief agencies are the War Chest answer to this problem. And here at home we have thirty-five agencies covering a multitude of services all directed to the security and improvement of the home front.

Our job now is to assure this widely divergent group of agencies ample funds to carry on their program. Our motto in our War Chest campaign this year is: "Give from the heart." And Dallas has a way of doing just that!

Myron Everts of Dallas was elected treasurer of the American National Retail Jewelers' Association at the organization's annual meeting in New York, August 24.

Joe Henry, who has resigned as information director of the War Labor Board regional office and consultant on wage adjustments and job classification, has become associated with Pat Widener, also formerly with the WLB. They will serve as consultants in wage and salary stabilization and fair labor standards, with offices in the Wilson Building.

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, 1944



Where Time Doesn't March On!

...unless you step in now to help men in German prison camps fight that "barbed wire" boredom

THE CLOCK has a hundred hours on its dial and each hour has 600 minutes when you're penned behind barbed wire.

Nothing to see but that wire, the barrack's wall, and a sentry's back. Nothing to hear but the tramp of his feet, the beefs of your comrades.

So you go slowly, grimly, and sometimes not-so-quietly, progressively towards the "barbed wire disease" unless...

Unless you're lucky enough to have the folks back home get behind the War Prisoners' Aid (one of the 56 participating agencies of Dallas War Chest) and provide the money to pro-

vide the things to feed the hunger of your heart and soul and mind.

Books and baseballs and tennis rackets. Textbooks and technical equipment so you can continue studies the war interrupted. Grease paint and playscripts for your own camp shows. Games of every sort. Anything and

everything it's humanly possible to provide to start Time marching on again.

This is just one of the many vital jobs your contribution helps to take care of—when you support your Dallas War Chest. Your dollars go to work on six continents and in ninety-one countries—including *your own*, because this united campaign covers the big home-front needs too. Give once and enough for all.

Give from Your Heart

DALLAS WAR CHEST



AFFILIATED WITH NATIONAL WAR FUND

This Message Sponsored in the Interest of the War Chest by "DALLAS"

DALLAS • SEPTEMBER, 1944

33



Post-War Opportunities

(Continued from Page 9)

tire article for that matter. The subject of cotton is too big, deep and complex for this sort of treatment. It is rather the purpose of this quick, cross-sectional survey to outline broadly and highlight the post-war prospects for cotton in its triple aspects of picking, processing and promotion. These three angles will be discussed separately and successively. In so doing, I shall strive to interpret my findings objectively and realistically, in no sense seeking to overplay the opportunities in this field or to underestimate the difficulties and limitations. It is self-evident that there are both.

Along what lines and to what extent do opportunities and obstacles exist? What recent developments foreshadow mechanization of cotton picking? What

are the limitations? What are the trends in processing? Do war-time uses of cotton forecast a new, peace-time appraisal of cotton because these uses are so many and so varied? Is cottonseed successively entering new eras in value and importance? Will cotton after the war retain enough uses to approach at least its former, normal level of consumption? Is research brilliantly making big strides for additional, new uses of cotton? How are the new discoveries of cotton's versatility reflected in promotional activities for cotton? What are cotton's chances in the textile field, particularly in competition with rayon? What other dangers does cotton confront? How will international factors affect cotton? What are the grounds for both extreme optimism and pessimism for the over-all future outlook for cotton?

I asked these questions and many others in order to draw a definite, clear-cut conclusion from a welter of confusing, conflicting claims. The various people consulted freely gave me their answers. But often they were in sharp disagreement with one another. For me, it was really interesting because it led to so many highways and byways. It was also dramatic! Drama was especially rampant at one of the recent sessions of the Cotton Research Congress.

T. H. Hughston, manager of the Collin County Oil Company of McKinney, Texas, made a colorful, convincing plea in behalf of cotton! He asked the 400 or more people assembled there: "Will we meet the challenge—seize the opportunity that is in our hands? Cotton and cottonseed are crops with a future!" Mr. Hughston revealed: "Government re-

ports show that cottonseed brought farmers of the ten leading cotton states more cash income in 1943 than all governmental agricultural payments, including agricultural production, conservation, parity, sugar act, dairy production payments, and the like. Only eight crops grown in the United States last year exceeded cottonseed in the amount of cash revenue they brought to farmers—and this list includes lint cotton. If we classify lint cotton as a separate crop in terms of income, the eight are cotton lint, wheat, corn, tobacco, potatoes, soybeans, apples and oranges."

Mr. Hughston asserted further: "Rice is only half as valuable a source of revenue as cottonseed. Oats brought 50 million dollars less cash than cottonseed in 1943; peanuts, 35 million dollars less, even at subsidy prices; grain sorghums about 165 million dollars less. . . . The 1943 cottonseed crop brought Texas farmers \$47,877,000 cash income. That is more than twice as much as all of the grapefruit raised in the lower Rio Grande Valley. It is 35 million dollars more than the revenue from all of the corn that Texas farmers sold. . . . Cottonseed brought 424 times as much income as Texas soybeans. . . . Texas cottonseed alone brought more cash income last year than all crops produced in any one of these states: West Virginia, Delaware, Vermont, Wyoming, New Hampshire, Utah, New Mexico, Connecticut, Rhode Island or Nevada.

Major Burris C. Jackson of Hillsboro, Texas, has vigorously stressed the value and importance of cotton in these ringing words: "Cotton is the greatest United States industry. It employs more persons than any other industry in America, not excluding the great automobile and steel industries. When cotton suffers, the economy of the nation suffers. The South will never have a permanent prosperity unless cotton is restored to the dominant position it once occupied. . . . Cotton is a renewable resource. Unlike petroleum and gas, it is a permanent base for building a future economy. Long after oil has been forgotten in some areas of Texas," he concluded, "cotton still will be supplying income to the people. The most pressing problem is to lower the costs, and the Congress will point out ways and

means to produce and manufacture cotton at greatly reduced prices."

The Congress did. The keynote was mechanization. Is the key to a revived cotton industry complete mechanization of cotton production? The high spot of a morning session of the Congress was F. O. Master's report on large-scale mechanization on some 16,000 acres of farm land in several northwest Texas counties. Mr. Master's description of "mile-long cotton rows and the 600 cotton pickers who flock to his properties each fall and in a day pick up to 141 bales" was inspiring and thought-provoking. It was a timely address. Already mechanical pickers for some time have proved their absolute indispensability.

Experience, not experiment, demonstrated the need for mechanical cotton pickers. West Texas now has hundreds of these machines in operation. These robot devices do more than pick cotton. They clean it, strip the ground of stalks and leaves, and leave the residue as a natural fertilizer. The resulting fiber is a better grade than hand-picked cotton. And the growers naturally get more money for their bales. William N. Smith, pioneer inventor, elaborated further on these machines: "Some of the mechanical harvesters now in operation do the work of thirty-five expert hand pickers. . . . Protective patents will prevent competing

nations from grabbing the mechanical robot."

But are there any limitations to the widespread, effective use of mechanical pickers? Yes, there are definitely certain restrictions. At the outset it seems that the United States will not be able to make enough machines for our own use for possibly another generation. Secondly, machinery that is advantageous in some areas may be inexpedient in others. Why? Mechanical pickers are reportedly practical in West Texas, South Texas, and the more level districts of Central and North Texas. But in East Texas and in many other parts of the South, machinery is yet not regarded feasible due to the rugged terrain of the land. However, hope has not been abandoned.

In fact, for almost half a century hopes



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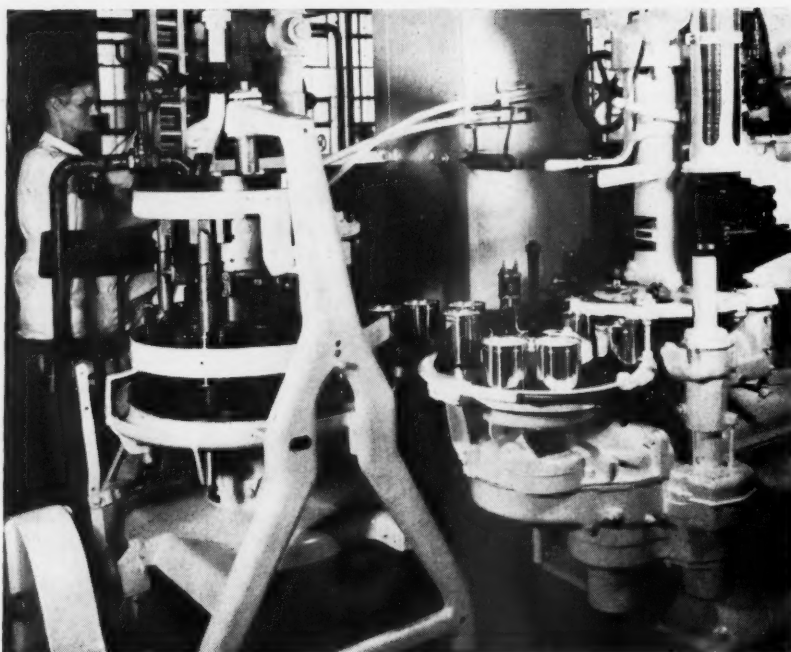


THE SCHOELLHOPF COMPANY

have been entertained that suitable cotton pickers would revolutionize cotton production. The International Harvester Company alone conducted over 40 years of research. About two years ago the company announced its resultant mechanical cotton picker—even then not possible to make because of lack of priority of materials. "The picker is a machine attachment to be mounted on Harvester's medium-size tractor, which provides the power for the operation," the announcement stated. "The machine can harvest as much cotton in a day as can be picked by fifty to eighty hand pickers in the same field."

In the future, it is possible that such a machine will cause the cost of cotton production to tumble from 12 to 15 cents per pound, with current, old-type tractor equipment, down to 5 cents a pound. In any event, the handwriting is on the wall. In Dallas, also, startling developments in labor-saving cotton picking machines have been quietly proceeding.

Several firms have built cotton strippers adapted to West Texas short-stalk and short-fibered cotton, The Smith-Conrad stripper-harvester has been in process



A DALLAS PLANT turns cottonseed oil into shortening for baking, frying and hundreds of other kitchen uses. Housewives use around a billion pounds of cottonseed oil yearly in the form of shortening.

of improvement for over fifteen years. Texas A. & M. College built the original model for another. The day will dawn, it seems, sooner than expected when much of the world's cotton will no longer be picked "as in the days of the Indian Moguls and the Kings of Babylon." One thing is clear: Aggressive attempts are being made to lower costs of production. This applies not only from the standpoint of harvesting machinery, but also in-

volves attempts to increase the yield per acre. Such an objective includes likewise the problem of pest control, improvement in the seed to obtain better quality cotton, and revision of present farming practices to minimize the depletion of the soil. All of these subjects are in themselves of major significance and are beyond the scope of this particular discussion.

So much for a few salient sidelights on cotton picking. After the production of cotton comes the processing. At this point too much cannot be said for the major role that cotton is now playing in this global war. It took the impact of devastating war to point the way toward countless, new, practical uses for cotton almost beyond all imagination. You will recall the comment of Mr. Dawson, president of the Texas Cottonseed Crushers' Association, concerning "a better and more general understanding of the important role of cotton." Some of the discoveries concerning the value of cotton have been spectacular. The textile industry, it is reported, is literally supplying cotton by the mile for camouflage use.

Camouflage nets are used to cover big guns in place ready to beat off attacks from land, sea or air. Huge amounts of duck and canvas are required. American bombers if forced down have folded, rubberized canvas rafts ready immediately when they strike water. Infantrymen are transported across streams with the same

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Here are a few more slants selected at random: The average soldier consumes ten times more cotton than the average civilian. Over 250 pounds of cotton and 40 pounds of wool per man are required to equip a modern army. For clothing purposes alone the average soldier consumes 136 yards of cotton goods per year. United States Army Quartermaster Corps laboratory tests and polar expeditions proved cotton best for warmth without weight. In the tropics, too, our soldiers wear cottons to resist extreme heat, rain, and perspiration. Here indeed is a paradox. Cotton is warmest for cold climates according to these experiences and coolest for hot jungles.

In the jungle, cotton is today eagerly sought not only for life boats, but for sundry uses, for boots and even for hammocks. Millions of yards of cotton are being used in making some 200 different kinds of bandages. There are more than 60 yards of cotton fabric in the propeller housings of every four-motored bomber. "With the exception of steel," Major General E. B. Gregory, quartermaster general of the United States Army, related, "cotton is by far the most versatile raw material." And even steel must have cotton to function properly! Marvin Jones, war food administrator, disclosed that cotton is needed for 11,000 different items, including tanks and other steel armament useless without cotton.

It was reported recently that "since Pearl Harbor the nation's cotton farmers have produced more than 27 billion pounds of needed war materials. Of this amount, approximately 15 billion pounds have been manufactured from cottonseed by the oil mills of Texas and other states. . . . Today 85 per cent of the cotton shipped from Texas goes into war material. . . . Cotton's major role at present is to help win the war. Aside from the fact that 70 per cent of all cotton textiles are going into war goods, cotton linters are manufactured into smokeless powder, heavy explosives, and other munitions that keep the guns firing."

Will cotton processing during peacetime proceed in entirely different directions as the result of war? Will cotton retain its war-time gains since shortages of other materials have given it its big chance? Does the avalanche during the last few years of freshly discovered uses

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for cotton call for a re-appraisal of cotton's chances?

Just look back for a few years less than a century. In 1850, farmers in the South found no use for seeds in the boll except for oil to light their lamps. In 1873, the French introduced cottonseed to America as a substitute for butter. Only in recent years has cottonseed in the main found other uses besides that for the feeding of livestock.

Many people recall when cottonseed piled up in the way around the gin and did not even have a nuisance value. Today the seed alone brings over \$500,000,000 a year. The loss of two billion pounds a year of cooking oils and fats by the Japanese invasion of the South Pacific had to be made up with oils from cottonseed, soy beans and peanuts. Even in 1942, 48 per cent of all United States production of vegetable oils came from cottonseed.

Cottonseed marched on! Now the production of cotton for seed alone seems imminent. A. Cecil Wamble described experiments in this direction at the Cot-

ton Research Congress. "It is proposed to harvest these lintless varieties with an ordinary combine in much the same way that soybeans are harvested," he said. "Moreover, improvements in cottonseed storage and processing are expected to bring forth some very worthwhile developments in the form of less deterioration in storage and greater yields of higher quality products from the manufacturing process," he added.

Such is the trend as ever-increasing new and better uses for cotton unfold. Two years ago, the National Cotton Council released the first comprehensive report in two centuries enumerating cotton's uses. This particular report listed 106 major lint outlets. It accorded automobile tires first place as the biggest outlet for cotton. Second place was given to men's shirts. Women's dresses were listed twelfth. Women's stockings were down to thirty-second. Incidentally, the report concluded: "In Texas, it is likely that cotton will remain the principal crop for years to come because the State's whole agricultural system is based largely on cotton production as the mainstay. . . . We Americans normally consume about 7,200,000 bales of cotton a year."

Naturally, cotton will be discontinued as a substitute material in many cases at the war's close. This applies, of course, to cottonseed as well as to cotton fiber.

We will consider cotton fiber when we discuss the problems the industry faces. As for cottonseed, those who attended the recent Congress will remember the samples exhibited of candies and cookies made from cottonseed flour. Cottonseed now, it was shown, is not only providing many items of food, but bases for the manufacturing of synthetic pepper, cinnamon, ginger and cocoa, natural supplies of which have been cut off by the Japanese.

But what about the surviving uses of cotton? Will they not help us to maintain within reason a cotton crop approaching the normal level of 7,200,000 bales a year cited by the National Cotton Council—now extending in 1944 toward eleven million bales? We need to stop thinking of cotton only as a source of fiber, when in fact it produces much more food and feed than lint for every bale ginned. It is believed that cotton to most Americans is synonymous with cotton fiber. Few realize that with each 500 pounds of fiber, there are produced 900 pounds of cottonseed, yielding 140 pounds of high-grade vegetable oil for food, 400 pounds of protein meal and cake for livestock, 240 pounds of hulls for livestock roughage and chemical uses, and 81 pounds of linters for smokeless powder, plastics, and numerous other essential uses.

Perhaps a conspicuous example of the "essential uses" of cotton is the automobile industry. Henry Ford once declared that every million post-war automobiles would use 100,000 bales of cotton. Before the war Ford built cars of soybean bodies. Actually the soybeans were compounded with quite a bit of cotton. The resultant mixture was molded into a plastic. Yet this special use of cotton was quite apart from those for the standard parts of automobiles, including the cotton used for tires.

Mr. Wamble at the Congress also stressed the "very revolutionary change in molding practice that has caused a rapid expansion in the production of cellulose acetate." This is known as injection molding. "Injection molding," he continued, "is to the plastics industry what die casting is to the metals industry. Cellulose acetate was the first plastic to be used as a molding compound in the injection molding machine. . . . New machines are now in process of development which can produce injection molded pieces much larger in size. . . . There seems to be no known limit to the ultimate consumption of cellulose products. During 1942, approximately 260 million pounds of cotton linters were used in the

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"His Master's Voice" -- 1944

The postman's whistle trills. Letter from a soldier to those who wait at home—including the gallant, grieving little gentleman with the long ears and silky coat.

For this time the letter is "wired for sound." That soldier's actual voice... that loved, remembered voice... will *speak* the intimate message.

That letter is a record the soldier made in a U.S.O. clubhouse.

And he couldn't have made it without your help. You brought that voice across the distances. You bought the machine into which he spoke and the disk that captured his words. You did that last year when you gave your contribution to the Dallas County War Chest.

Now you're being asked to do it again. The needs are greater than ever. On every front—including the home front. The problems are greater than ever now.

More than ever before all the 56 agencies banded together in this great united drive have a job to do—and need the money with which to do it.

Dig, sir, dig! Deep! For this is the time to hit the enemy—by helping our boys—with everything we've got!

Give from Your Heart

WAR CHEST



AFFILIATED WITH THE NATIONAL WAR FUND

Space Contributed in Interest of Dallas War Chest by Fleming and Sons, Inc.

production of cellulose derivatives. This is almost all new consumption in the last 20 years."

Perhaps we are on the threshold of a new appreciation of cotton with the era of plastics ahead. Last year John F. Leahy of the University of Tennessee made a plastic from cottonseed hulls. Southern spinning mills welcomed this plastic for sheaves. No other plastic had ever been found suitable. Some half million of the sheaves were soon put into action. Yet here was a product for which almost no market existed "except as a cheap filler for cattle, and about all they accomplished was to give the cows jaw exercise."

No matter which way you turn in some fields you will find somewhat the same story. In the paper industry there is this prospect: 200,000 bales a year

may be used "to make an extra fine paper that does not yellow with age..." In the building trade, cotton has proved economical for construction materials. A Mississippi cotton planter devised a fire-proof cotton shingle. Cotton especially treated withstands fire in walls, floors

ucts are developed from cotton as a source material. "For science and industry, for youth," it has been suggested, "cotton offers an unlimited field for research and commercial development of three of the world's most needed raw materials—cellulose, protein and vegetable oil." All three stem from cotton and all three are essential. If research were not successful in developing special characteristics of cotton, a most serious situation would arise.

Evidently cotton needs much further research. It has needed it for 50 years, according to some. It is only quite recently that research has really been recognized in its rightful role as the only resource to meet post-war demands on probably all of cotton's varied products—lint, linters, oil, cake, meal and hulls. Senator Moffett of Texas pioneered legislation in this State that set aside \$250,000 in 1941 for a cotton research fund. Southern Methodist University's establishment of an Institute of Technology and Plant Research in cooperation with the National Cotton Council is another sign of the times.

It is eye-opening what brilliant research can accomplish once it is given the green light. Here are a few specific indications. Texas Technological College developed a new, non-woven, cotton textile material known as maslinn. It is now meeting critical military requirements. During peace-time maslinn will find uses for such assorted items as aprons, curtains, shades, towels and tablecloths. The research department of the Dan River Cotton Mills of Danville, Va., recently announced "a new method of treating fabricated cotton with synthetic resins, thereby greatly increasing the strength and utility of cotton yarns and cloth."

No wonder, smart, promotion-minded men and women, ever on the alert to sales possibilities of the new, the novel and



TEXAS 4H CLUB girl in cotton dress

and ceilings. It is asserted that a 500-pound bale of cotton could be used in the construction of every new home.

Such assertions and innovations arise directly from research, research in which new uses for old products and new prod-

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Dallas Chamber President To Help Select Winner of Fireman-Policeman Awards

The president of the Dallas Chamber of Commerce will be one of a committee of six judges who annually will select the winner of a service award inaugurated by Dallas City Councilmen for the most outstanding contribution made during the year by a policeman and fireman.

The award, for which an expenditure of not more than \$50 for each classification has been authorized, has been set up in line with the suggestion of August Vollmer, who recommended some system for recognizing good work by men in the police department when he made his survey of the department recently.

The committee of judges will also include the presidents of the Dallas Junior Chamber of Commerce, Central Da's Club, Dallas Council of Parents and Teachers, the Citizens' Traffic Commission and the Dallas Fire Prevention Council.

the economical, are enthusiastic. They are eager to support, exploit and translate into dollars the practical triumphs of research laboratories. Science and selling are now so closely linked that a far-sighted advertising man once remarked that advertising properly begins in the laboratory. "Never before in the history of fashion," a national writer said recently, "has so much style emphasis been placed on cottons. Nearly every New York designer of any importance made them eye-compelling features of his or her collection."

The writer continued: "Adele Simpson has made fashion history by launching gingham jackets with crepe skirts in the most exciting suits of the season. Hattie Carnegie has lined her cotton suits with crepe and has used bugles and sequins on long evening dresses..." Yes, it is "cotton picking time in fashion." Cotton, once relegated to the kitchen, has Cinderella-like "invaded the play field where it is adapted to the bare trend, to the street where it appears even as tailored suits, and to the formal dinner where it takes on such high fashion notes as sequin glitter. Guatemalan and Mexican colors and the peasant motif all add their themes to fashion's cotton symphony. And there's a sturdy melody provided by such old standbys as gingham, percale, denim, chambray, muslin, seersucker and eyelet embroidered cottons."

Neiman-Marcus Company, as an example, approached the pinnacle of promotional drama when it glamorized cotton in the Baker Hotel's Mural Room. Nickolas Parker, commenting on the store's presentations, aptly pointed out cotton's possibilities both alone and in skillful combinations with other fabrics. It was Adrian apparently who turned to Guatemala for color inspiration. It was Adrian, foremost designer of Hollywood, who literally went to town with cotton, with cotton at long last walking the runways at fashion shows in exquisite smartness and sophistication.

Thus cotton, "the South's own crop, the universal fiber," as Neiman-Marcus pictured it in a direct-mail broadside, "clothes you. . . . Do your trading at the brightest, busiest, smartest Cotton Exchange in the Southwest. . . . Salute to our own Dallas Cotton Exchange. . . . Thanks to them for the inspiration for the cotton shops at Neiman-Marcus. . . . Today we present the largest, most important crop of spot cotton fashions in our history. . . . Cottons from \$6.95. . . . Crisp, white pique dress, \$39.75."

Quite a jump, you'll agree, from the promotion of former days! Quite a climb

Where money talks
the language
of the Heart



Give from Your Heart

WAR CHEST

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JEFFERSON HOTEL





Somebody else's kid... YOU should worry

Yes, you *should* worry. Because juvenile delinquency is everybody's problem. These teen-age hard guys and thrill-chasing victory girls... they're tomorrow's *criminals*. Unless we do something about it now, in a few years "somebody else's kid" may poke a gun into your ribs or kidnap your daughter.

You know in your heart that's the plain, brutal truth.

You, as an individual, can't do much about this problem *except* worry. But *your dollars, given generously to your local War Fund, can do a lot:*

Your dollar will support good, wholesome youth activities...

Will buy facilities and supplies for healthful recreation...

Will keep community service organizations staffed with skilled, experienced workers...

Established local member agencies are holding down the wartime growth of juvenile delinquency.

Other "home front" activities include Family and Child Welfare Work, Settlement Projects, Hospital and Visiting Nursing Services.

For servicemen, your gift will finance the U.S.O., U.S.O. Camp Shows, War Prisoners' Aid—for our allies, United War Relief.

Give once and enough for all 56 agencies.

Give from Your Heart

WAR CHEST



AFFILIATED WITH NATIONAL WAR FUND

Space contributed by Dallas Railway and Terminal Company

even now from current promotions of broadcloths, organdies, twills, percales, chintzes, and seersuckers in downstairs basements at 29 cents a yard. Cotton, plentiful in expensive, fine fabrics but relatively scarce temporarily in cheaper grades, hurdled the social barriers overnight under the impact of war and sheer necessity. The lesson is plain both here and everywhere. Even last year capacity crowds attended the "cotton blossom" fabric fashion revue at Kaufman's in Pittsburgh. Even in mass markets, cotton aroused a new interest and impetus, once it was attractively merchandized, appealingly staged, and aggressively promoted. It took a long time to learn this lesson!

There are other favorable influences concerning cotton as they relate to promotion as well as to processing and picking. But there are also many crucial problems vitally affecting the future of "the belle of Dixie soil," as cotton has been called. Surely the present period has its encouraging aspects as research has revealed. But now is no time for self-satisfaction and indulgence in rose-colored dreams.

For here is the over-all view of the textile industry, second only to the food industry, and six times as large as tobacco. Cotton is fighting for its very life in this eight billion dollar business against new, synthetic fabrics made mainly of coal, wood pulp and other products not derived from the farms. Cotton is waging its toughest battle in the industry that leads all industries in the number of individual plants including spinning, weaving, knitting, dyeing, bleaching and finishing plants. Yet it is in such a vast industry that cotton as yet has played only a few winning innings. It will have to hit a great deal harder to measurably excel its great competitors.

Here is ample evidence of the current challenge to cotton's stake in the post-war world. Here are a few pointers that indicate the strength and rivalry of rayon. Rayon stands second only to cotton in terms of pounds annually consumed. Great mechanical strides have given rayon such high tenacity that it is stronger when wet than pre-war rayon was when dry. Rayon's versatility also is vastly increased. Actually there are dozens of rayon fibers, many of them differing radically in chemical composition, as viscose and acetate process fibers.

Special fibers may be produced for floor coverings, blankets, draperies, sheer dress fabrics, women's lingerie and hosiery, men's shirts, pajamas, men's suits

East Dallas Business Men Revive Civic Organization

Inactive since the death of its former president, Joe E. Lawther, the East Dallas Business Men and Property Owners Association has resumed its civic program with the election of Alphonso Ragland, Jr., as president. The organization, which has been concerned in the past with such projects as Central Boulevard and the Pearl Street Market, will give its attention to the master plan as it affects East Dallas.

Other new officers include Horace D. Spalti, vice president, and R. M. Speer, secretary-treasurer; and directors include Johnnie Brown, George J. Fix, William P. Kelly, B. F. McLain, Adolf Mayer, DeWitt T. Ray, J. M. Reichenstein, J. Devereaux Smith, John Genaro, George Loudermilk and Messrs. Ragland, Spalti and Speer.

and so on. In the industrial field, rayon may cut deeply into cotton's markets. At one stroke alone, cotton can lose up to 10 per cent of its total outlets. High-strength rayon resists the heat generated by synthetic rubber better than cotton cord. Rayon will also have other industrial applications such as conveyer belts and power transmissions where strength, lightness and heat resistance are factors.

One could go on and on and tell how and why synthetic products promise to be one of America's new frontiers after the war. The tire market, it is true, is only one segment of the market that rayon covets. But it is important to the extent that before the war tire makers consumed up to 350 million pounds of cotton yarn annually. What will be the consequence if large amounts of rayon eventually replace cotton because it cuts down, as claimed, the quantities needed of both natural and synthetic rubber, and also gives them longer life?

Possibly other factors make the danger more apparent than real. But competition with synthetics is by no means the only peril that confronts cotton. Cotton, more than any other commodity, is dependent on exports. The collapse of foreign markets in 1929 affected cotton severely and dislocated our whole agricultural economy. Today we have no cotton markets, of course, in Germany, Japan and Italy, and likewise in France and England. After hostilities, will Texas once again turn to some or

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The Biggest Dollar You Ever Gave!

WAR PRISONERS AID is one of 56 different agencies your dollars support when you give to Dallas County War Chest. Give once and enough for all.



Give from Your Heart

WAR CHEST

AFFILIATED with NATIONAL WAR FUND

NATIONAL BANK OF COMMERCE

MEMBER OF FEDERAL DEPOSIT INSURANCE CORPORATION



all of these outlets in order to safeguard its capital investment? How else will it take up the slack when demands for cotton from our armed forces decline to a low ebb?

The crux of the matter is that we must regain our foreign markets to prevent huge surpluses of cotton piling up. Some time ago, Peter Molyneux, Dallas economist, graphically illustrated the character of foreign competition. He compared Texas producers with those of India.

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MAIN OPTICAL CO.

1927 Main Street

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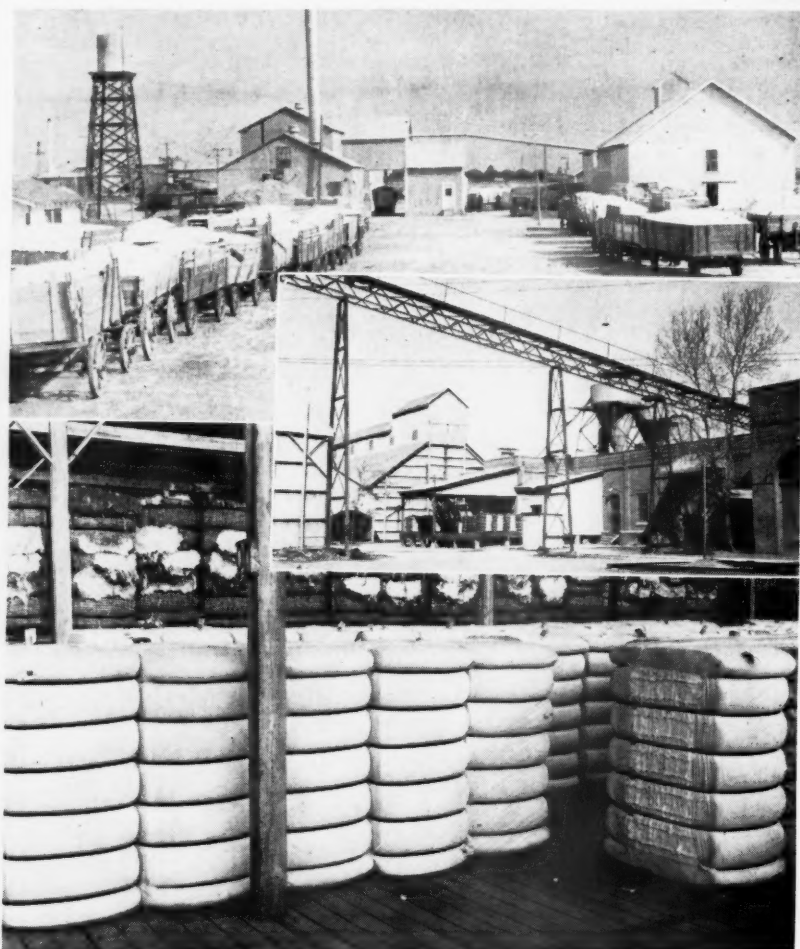
2002 Greenville Avenue

248 West Jefferson

This was his comment: "Our average is 3,000 pounds of cotton a season per worker. A Hindu averages around 200 pounds. That shows the world that we must have exports of cotton for our surplus." And how true this is is shown by these figures: Before the war, the United States exported about one-half of the

were exporting 90 per cent of Texas cotton, we were not so concerned. Now, however, the problem is becoming acute.

Mr. Saunders mentioned other difficulties: "Farmers have been left to the mercy of the cotton pickers who have been quick to take advantage of the labor shortage. At the present time only about



THE COTTON GINNING SEASON is a busy time. A typical scene is shown at top, with growers lining up their wagons at the gin waiting their turn. At center is pictured a Dallas cottonseed oil mill. A typical warehouse scene at bottom shows baled cotton in storage.

cotton raised in this country. In Texas, export sales reached as high as 90 per cent. Thus, some of the cotton problems facing us today are peculiarly Texas problems.

Mr. Saunders of the Texas Cotton Planting Seed Association pointedly discussed state-wide problems. If the time comes when Texas farmers are forced to abandon largely foreign trade, and compete directly with southeastern states, consider this angle. With a high freight rate, it would be hard for farmers in Texas to compete with cotton states that are adjacent to domestic mills. When we

30 to 40 per cent of the cultivated land is being planted in cotton. This is a serious problem for the average, small tenant farmers. It began in 1933 when the plow-up campaign was inaugurated under the cotton acreage reduction program. The quality of Texas cotton as a whole has been poor as compared to some of the other cotton producing states. This alone put Texas in an unfavorable position in supplying a proportionate share of cotton to domestic mills, which for the past several years have constituted most of our outlet."

Robert Mayer, old-established cotton

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Dallas Pioneers

Years of Progress **INVITE** *Greater Confidence*

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

1869 Padgett Bros. Company

75 Years (See Photo No. 1)
Leather Goods—Wholesale and Retail

1869 The Schoellkopf Co.

75 Years (See Photo No. 2)
Manufacturers and Wholesale Distributors

1872 Dallas Ry. & Term. Co.

72 Years (See Photo No. 3)
Street Railways

1875 Dallas Trans. & Term. Warehouse Company

69 Years (See Photo No. 4)
Warehousing, Transportation and Distribution

1875 First Natl. Bank in Dallas

69 Years (See Photo No. 5)
Banking

1876 Trezevant & Cochran

68 Years (See Photo No. 6)
Insurance General Agents

1876 Fakes & Company

68 Years (See Photo No. 7)
Furnishing Texas Homes Since 1876

1876 Ed. C. Smith & Bro. Undertaking Company

68 Years (See Photo No. 8)
Funeral Directors

1885 Mosher Steel Co.

59 Years (See Photo No. 9)
Structural Reinforcing Steel and Machinery Repairs

1889 J. W. Lindsley & Co.

55 Years (See Photo No. 10)
Real Estate, Insurance

1890 William S. Henson, Inc.

(Successors to J. M. Colville & Son)
54 Years (See Photo No. 11)
Printing and Advertising

1893 Fleming & Sons, Inc.

51 Years (See Photo No. 12)
Manufacturers—Paper and Paper Products

1896 Briggs-Weaver Machinery Company

48 Years (See Photo No. 13)
Industrial Machinery and Supplies

Established

1899 Dallas Plumbing Co., Inc.

45 Years (See Photo No. 14)
Plumbers

1900 John Deere Plow Co.

44 Years (See Photo No. 15)
Agricultural Implements

1903 Dallas National Bank

41 Years (See Photo No. 16)
Banking

1903 Acme Screen Co.

41 Years (See Photo No. 17)
Ac-Ka-Me Products, Insect Screens, Cabinets, Lockers, Boxes and Venetian Blinds

1903 Republic Insurance Co.

41 Years (See Photo No. 18)
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance

1903 First Texas Chemical Mfg. Company

41 Years (See Photo No. 19)
Pharmaceutical Manufacturers

1904 Atlas Metal Works

40 Years (See Photo No. 20)
Sheet Metal Manufacturers

1906 Hesse Envelope Co.

38 Years (See Photo No. 21)
Manufacturers of Envelopes & File Folders

1909 Hutchinson-Bonner & Burleson

35 Years (See Photo No. 22)
Certified Public Accountants

1909 The Southern Supply Co.

35 Years (See Photo No. 23)
Wholesale Hardware and Industrial Supplies

1911 Graham-Brown Shoe Co.

33 Years (See Photo No. 24)
Manufacturing Wholesalers

1912 Stewart Office Supply Co.

32 Years (See Photo No. 25)
Stationers—Office Outfitters

1914 Texas Employers Ins. Assn.

30 Years (See Photo No. 26)
Workmen's Compensation Insurance

(Advertisement)



merchant, sees "mass-production offsetting cheaper foreign labor . . . more modern methods, machinery and more attractive goods in the offing . . . a tremendous world demand for cotton and cotton goods after victory . . . a world consumption of possibly 35 million bales compared with world consumption in 1938 of 31 million bales."

Mr. Mayer feels strongly that the United States can meet competition if cotton can lower its costs of production, develop bigger internal markets, and let down tariff barriers in international trade. He concedes that India, like Japan during World War I, is building tremendous textile mills. He discounts Brazilian competition as too small to hurt for at least a time. He considers Russia's production of up to four million bales yearly insufficient for her needs, and visualizes Texas cotton bound for Russia. He cites the utter lack of raw cotton and cotton fabric in Central Europe today. Will British and other European mills shift from single eight-hour shifts to double-shift operations? Or has so much textile machinery been destroyed that cotton production at the war's end will be disrupted for some time?

The attitude of the United States will

Dallas Home Builders Elect Prather President

Organized to work with governmental agencies, Federal and city officials in post-war building matters, the newly formed Dallas Association of Home Builders will be headed during its first year by Hugh E. Prather. The Dallas group will affiliate with the National Home Builders.

Other officers include A. P. Simons, first vice president; George W. Lingwiler, second vice president; Albert Dines, third vice president; Wiley Roberts, fourth vice president; M. M. Frost, secretary; R. S. Shelburne, assistant secretary; and Wilson H. Brown, treasurer.

be the deciding factor of cotton's future in world markets. Victor Schoffelmayer, agricultural editor of the "Dallas Morning News," characterized it accordingly: "Cotton at the peace table can either bring the greatest boom in world history or the direst distress. It depends entirely on whether this nation adopts a policy of world cooperation or narrow, economic nationalism . . ." A fight ahead seems certain "between the elements that need a foreign market and the economic groups that produce little or nothing for export and who are satisfied as long as they have no serious outside competition in the domestic field."

Undoubtedly the trend of international relations will influence to a marked degree the future course and direction of Dallas as a cotton center. Dallas is particularly susceptible to the daily cross-current of events in the cotton world, historically, geographically and commercially. Historically, cotton built Dallas long before oil was discovered in Texas. Geographically, virtually half of America's annual cotton crop is grown within a radius of 300 miles of Dallas. Commercially, Dallas is a thriving cotton market for several dozen merchant firms, thirty-odd spot cotton brokers, and for various buyers representing outside cotton merchants and textile mills.

The city is an important center of the

cottonseed crushing industry. It is the largest manufacturing center for cotton gins and gin machinery in the nation. Dallas is the home of the Dallas Cotton Exchange, normally handling more than 2,000,000 bales of cotton annually. In 1944 the splendid facilities of the Dallas Cotton Exchange still enable Dallas to outrank all other cities of the country except one as an international trading post. The exception at the moment is Memphis. Yet Dallas is not far behind. And who knows what will happen tomorrow?

No human mind can assuredly foresee the future for any commodity, certainly not for cotton. There are so many channels and interests both within and without the industry, so many clashing viewpoints and aspirations, so many blurred and uncertain courses that can be charted and changed. Mental attitudes concerning cotton therefore vary from those of extreme optimism to those of extreme pessimism.

Perhaps the most encouraging feature is that lint cotton will be more widely appreciated as a result of its war-time achievements. Are we really on the road to completely mechanize cotton from planting to harvest, and thus make a good start to compete with foreign cotton in world markets? Will we even convert under certain circumstances cotton lint or linters into synthetic fibers and offset the deeply penetrating competition of miraculous new synthetics? After all, cotton chemically is simply cellulose, lignin, protein, sugars and resins. And what limits are there to future technological discoveries? What boundaries are there also to Texas' tremendous resources, first in the nation, and to Texas' resourcefulness?

Perhaps the most disheartening side of the picture is that synthetics may not only prove as cheap or cheaper than cotton, but for certain purposes may be even superior. There are also certain factors beyond the control of the exponents of cotton that will never trouble producers of synthetics. Such elements include foreign climates, political changes



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of fortune, and international complications, among them foreign shipping.

Besides, who knows with certainty that we can completely mechanize cotton? An authority on the subject poses these circumstances: "Many millions of dollars have already been spent on its development. It is not easy to separate the cotton leaf from the fiber. Naturally it is difficult to perfect a machine that will differentiate between cotton which should be picked and leaves and cotton which should not be picked. . . . I know of no cases to date where, under day-in and day-out operation, any appreciable gain, economically speaking, has occurred over hand picking methods. This will especially be prevalent when the normal supply of hand pickers is available at normal wage rates."

It is a good thing for cotton that there are so many realists. Even this expert feels that by facing the facts we may yet look forward to "undreamed of accomplishments." Perhaps, he suggests, the secret of success is first of all in changing slightly the nature of the cotton leaf and stalk themselves, in making them more adaptable to the effective utilization of mechanical harvesting. "Here is an opportunity for much co-operation between industry and agriculture," he concludes hopefully.

It was in this hopeful, gracious and realistic spirit that Mayor Woodall Rodgers once remarked: "No city should be more grateful to cotton than Dallas. It has made this city what it is today,



Editor's Note: Next month William S. Allen, Dallas advertising man and research consultant, concludes his series of articles relating to post-war opportunities in Dal-

las with a summary discussion of the overall picture, including developments in various fields since he began his series last October.

TOOLS FOR MECHANIZATION of cotton production are these latest models of the Great Northern cotton stripper (left), and International Harvester Company's cotton picker (below).

—Dallas News Photographs

and given it great opportunity for the future." Dallas, with an aggressive leadership, looks ambitiously ahead with a keener understanding of Cotton.



For War First — HEART FOR ALLIES

Again it's DALLAS FROM'S HEAT

JONES BLAIR PAINT & VARNISH COMPANY
6969 Denton Drive — L-9964

T. R. JONES, Inc.
Magnolia Building — C-4531

BEN E. KEITH COMPANY
901 South Pearl Street — R-6371

LAWYERS TITLE OF TEXAS, Inc.
1107 Main Street — R-9858

S. H. LYNCH & COMPANY
2101 Pacific Avenue — C-2413

MAGNOLIA PAPER COMPANY
325-27 North Walton Street — R-6393

MARCY LEE MANUFACTURING COMPANY
2212 South Lamar Street — H-5101

MARTINS LAUNDRY & CLEANING COMPANY
3600 Ross Avenue — T-3-2131

METROPOLITAN BUILDING & LOAN ASSOCIATION
1400 Main Street — R-5103

HENRY S. MILLER COMPANY
Southland Life Building — R-9171

MORTEN-DAVIS COMPANY
800 Jackson Street — C-7796

MORTON'S POTATO CHIP COMPANY
2405 South Harwood Street — H-7181

MOSHER STEEL COMPANY
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THE MURRAY COMPANY
3200 Canton Street — R-9441

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A HELPING HAND TO OUR FIGHTING FORCES! We can't follow them to the battle front. But we *can* make their off-duty hours more pleasant... we *can* send overseas a touch of home in the USO Camp Shows... we *can* make the hours pass quickly for our men in prison camps through War Prisoner Aid.

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718 Republic Bank Building — C-4358

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4408-10 Second Avenue — H-4187

NEW YORK MERCHANDISE COMPANY
1110 Commerce Street — R-8961

ROBERT NICHOLSON SEED COMPANY
2114-18 North Lamar Street — C-2917

1944

ALL Give
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For Home Front — DALLAS DAY NURSERIES

ES! DALLAS FOR OUR SUFFERING ALLIES! Because we
d of giving are fortunate... because our homes are not bombed,
n meet our men are not killed by Gestapo agents, our chil-
ren are not hungry... we gladly send our gifts to
our less fortunate Allies.

HTING TAKING CARE OF THE HOME FRONT! Dallas
ttle from as always cared for its own. Again, we will give to
re please the US that homeless babies are sheltered... Dallas' sick
the US and poor are cared for... our youth are guided into
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Prisoners' citizenship.

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OAK CLIFF BAKING COMPANY (Cliff Maid Bread)
546 East Ninth Street — W-1111

OAK CLIFF BANK & TRUST COMPANY
250 West Jefferson Street — M-2105

OAK FARMS, Ltd.
1114 North Lancaster — W-1121

HAYNES B. OWNBY DRILLING COMPANY
1610 Gulf States Building — R-2238

OZARK MOTOR LINES
600 Eagle Ford Road — R-8007

PEASLEE-GAULBERT CORPORATION
2700 Canton Street — R-9671

J. C. PENNY COMPANY, Inc.
1917 Greenville Avenue — T-5354

PEPSI-COLA BOTTLING COMPANY OF DALLAS
2100 North Harwood Street — R-4833

PIG STANDS, Inc.
3716 Maple Avenue — L-9866

PRACTICAL DRAWING COMPANY
2205 South Lamar Street
815 Elm Street — H-7127

REPUBLIC NATIONAL LIFE INSURANCE COMPANY
351 West Jefferson — M-8131

ROOS-FREEDMAN COMPANY
800 Commerce Street — C-9341

DALLAS RUPE & SON
901 Kirby Building — C-9127

SIMMONS COMPANY
945 South Lamar Street — R-4174

SKILLERN'S DRUG STORES
520 North Pearl Street — R-8151

SOUTHWEST INDUSTRIAL EQUIPMENT COMPANY
3215 Canton Street — R-1634

YELLOW CAB CORPORATION
610 South Akard Street — C-9191



His Name was Smith

He came into our office after he had been away for a long time. Almost a year.

He was wearing the uniform of the U. S. Merchant Marine. There were ribbons on his breast.

He opened his mouth to talk to me—and only a mumble came out.

He was drunk, I thought.

But he wasn't drunk. He had been on the run to Murmansk.

He had been bombed, machine-gunned, torpedoed. Not once—several times. Most of his teeth had been bashed out. His hands shook so badly that he could not light a cigarette. His whole body shook in starts and tremors. A slight noise down the corridor made him jump involuntarily.

He was going to a United Seamen's Service rest center, he told me. They would take care of him. Good care of him.

Then he was going back... going back to face again the things that had shattered him. Going back... for the duration.

As he talked, I was glad that I had given to United Seamen's Service through our Dallas County War Chest campaign last year. I wished I had given more.

Sitting face to face with him, and multiplying his need by thousands and thousands, I resolved that I would give more than ever this year. Remember Smith when *you* give, too, won't you?

Give from Your Heart

WAR CHEST



AFFILIATED WITH NATIONAL WAR FUND

Space for This Message Contributed by C. Wallace Plumbing Company

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ER, 1944